

Agenda

Board of Directors

Friday, June 7, 2013
Following CAA Finance and
CAA Operations Committee Meetings
Kent County Commission Chambers
300 Monroe, NW – Grand Rapids, MI

- | | | |
|----|--|---------------|
| 1. | Call to Order | Steve Heacock |
| 2. | Minutes of May 3, 2013 | Action |
| 3. | Committee Reports | |
| | A. Operations Committee | Information |
| | B. Finance Committee | |
| | i. Acceptance of CAA April 2013 Financial Statements | Action |
| | ii. Acceptance of SMG April 2013 Financial Statements | Action |
| | iii. FY 2013 Budget Amendment | Action |
| | iv. FY 2014 Budgets | Action |
| | a. Consolidated CAA Operating/Capital Budgets | |
| | b. DeVos Place® and Van Andel Arena® Operating Budgets | |
| 4. | DeVos Place® Rate Sheets | Action |
| 5. | SMG Report and Facilities Calendars | Information |
| 6. | Public Comment | |
| 7. | Adjournment | |

Next Meeting Date: Friday, August 2, 2013,
Following the CAA Operations Committee Meeting

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Friday, May 3, 2013**

1. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:50 a.m. Secretary/Treasurer, Richard Winn, recorded the meeting minutes.

Attendance

Members Present: Steve Heacock, Chair
Lew Chamberlin
George Heartwell
Birgit Klohs
Charlie Secchia
Floyd Wilson, Jr.
Richard Winn

Members Absent: None

| | | |
|---------------|------------------|--------------------------------------|
| Staff/Others: | David Czurak | <i>Grand Rapids Business Journal</i> |
| | Daryl Delabbio | Kent County |
| | Brian Dykema | Interested Citizen |
| | Tim Gortsema | Grand Rapids Griffins |
| | George Helmstead | Experience Grand Rapids |
| | Chris Machuta | SMG |
| | Rich MacKeigan | SMG |
| | Doug Small | Experience Grand Rapids |
| | Greg Sundstrom | City of Grand Rapids |
| | Eddie Tadlock | SMG |
| | Susan Waddell | CAA |
| | Jana Wallace | City of Grand Rapids |
| | Jim Watt | SMG |
| | Richard Wendt | Dickinson Wright |
| | Robert White | CAA |

2. Minutes of Prior Meeting

Motion by Mr. Secchia, support by Mr. Chamberlin, to approve the April 5, 2013, Minutes. Motion carried.

3. Committee Reports

a. Operations Committee

Mr. Chamberlin stated that the Operations Committee will meet in June for a substantive discussion on the capital budget.

Mr. Small praised the staff members of SMG, Amway Grand Plaza, and Experience Grand Rapids who scrambled together during the recent floods to ensure that events held in the venues were unaffected. The

Detroit CVB has requested that the MEDC establish a fund that would enable CVBs to attract national events. Quite a few groups ask for a lot of things and a fund would allow us to approach those national groups. Experience Grand Rapids is in the midst of filing its first Pure Michigan-Grand Rapids national commercial that will be aired in June. Voting starts Monday for Beer City USA. This year, 19 cities are competing. Mr. Small will forward a link for voting. Mr. Helmstead provided an overview of recent sales activities, marketing efforts, and major bid presentations. Last month, staff booked 19 groups, attended several trade shows, hosted two lunch-and-learns, and hosted 10 customers for the Kenny Chesney concert.

b. Finance Committee

i. CAA March 2013 Financial Statements

Motion: Mr. Winn, supported by Ms. Klohs, moved to accept the CAA Financial Statements for the period ended March 31, 2013. The motion carried unanimously.

ii. SMG March 2013 Financial Statements

Motion: Mr. Winn, supported by Ms. Klohs, moved to accept the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the period ended March 31, 2013. The motion carried unanimously.

4. Extension of Audit Services Agreement

Motion: Ms. Klohs, supported by Mr. Winn, moved to approve the extension of the current audit services agreement with BDO USA LLP for the fiscal years ending June 30, 2013 and 2014, at a fee not to exceed \$16,700 for each year. The motion carried unanimously.

5. Extension of Financial Services Employment Agreement

Motion: Mr. Wilson, supported by Mr. Winn, moved to approve a one-year extension of the current Financial Services Employment Agreement with Robert J. White upon the same terms and conditions contained therein, said extension to terminate on June 30, 2014. The motion carried unanimously.

6. SMG Report and Facilities Calendars

Mr. MacKeigan stated that the proposed budgets will be sent to members of the CAA Operations Committee for review and comment. Rich has been involved with the Arena South group that is trying to prioritize utilization of surface parking lots. There is potential for a parking ramp to replace the Area 2 surface lot. As part of the Community Inclusion Group's outreach, Rich and Francisco Velazquez attended the Latin Billboard conference. Five of the top 20 Sirius satellite stations worldwide are Hispanic. The flood caused no issues at the Arena and the convention center fared much better than we thought it would. Some water came up through the cracks, but the operations/maintenance staff stepped up to the plate to mitigate and minimize any damage. Rich is speaking with Progressive about conducting an assessment.

7. Public Comment

Chair Heacock announced that the CAA will be hosting a reception on May 10 after the Grand River White Water project announcement. The reception will be held in the Secchia Lobby and Steve encouraged members to attend. Chair Heacock commended SMG staff for its handling of the Jump Jam,

a jump roping competition for school children that was sponsored by Spectrum Health and the Community Inclusion Group. The flood had no impact on the event whatsoever.

8. Adjournment

The meeting adjourned at 9:10 a.m.

The date for next CAA Board meeting is Friday, June 7, 2013, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, following the CAA Finance and CAA Operations Committee meetings.

Richard A. Winn, Secretary/Treasurer



Memorandum

To: CAA Finance Committee

From: Robert J. White

Subject: April 2013 Financial Statements

Date: May 31, 2013

The attached interim Balance Sheet, Administrative Income Statement, and Consolidated Income Statement are formatted to provide information concerning the Convention/Arena Authority administrative accounts.

These statements are prepared on a cash basis. The Balance Sheet includes a two-year comparative financial position at April 30 for Fiscal Years 2012 and 2013. The Administrative 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 Administrative Income Statement provides a comparison of current year budget to prior year (FY 2012). It will allow the reader to compare expenditure trends with full-year budgetary allowances. The Consolidated Income Statement is formatted by functional area. The columnar format is the same as in the Administrative Income Statement.

Items of interest in the ten-month financial statements are explained as follows:

Balance Sheet (Unconsolidated):

- The cash and investments position is up by \$816,000 from June 30, 2012. This is better than the budget forecast.
- Fund balance increased by \$576,000 from the April 30, 2012 level.

April Administrative Revenue/Expense:

- Utility Expense – year-to-date expense is reduced (8.8%) from prior year actual, versus a budget forecast of +7.1%. Electricity expense for the “Grand Center” is reduced by \$201,000 (49.1%) when compared to a like period in the prior year.
- Parking Management Expense – is down by (48.3%), as the prior-year expense included a non-recurring \$57,715 for seal coating/stripping at the DeVos Place® ramp and Auto Parking staff

services are reduced by \$51,176 (31.7%) compared to billings for the first nine months of the prior year.

- DID Assessment – The FY2012 DID assessment was received and paid September 2011. Year-to-date (FY 2013), no invoices have been received from the City.
- Overall Expense. Operating expenses are budgeted at a 5.3% annual increase. For the current fiscal year, ten months' actual operating expenses totaled a (15.0%) decrease from prior year. Year-to-date total overall operating expense (ten months) comprises 63% of annual budget.

Consolidated Income Statement (ten months):

- The Van Andel Arena® budget forecast a current year "Net Proceeds" increase of +12.9%. For the current fiscal year, "Net Proceeds," are reported at an increase of 81.9% from prior-year performance. This was a slight drop from the prior month.
- The DeVos Place® budget forecast a current year "Net Proceeds" decrease of (62.5%). For the current fiscal year, "Net Proceeds" are reported at 192.9% ahead of prior-year performance.
- Total operating "Net Proceeds" are up by +\$1,548,056 from a like period in the prior fiscal year. The full-year consolidated operating budget forecasted a full-year decline of (\$107,897) in "Net Proceeds." Actual performance is running significantly ahead of budget, driven primarily by the increased operating revenue at both Van Andel Arena® and DeVos Place®.

These reports are intended to provide a summary analysis of financial activities over the course of the fiscal year.

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet (Unconsolidated)
April 30, 2013

| | | <u>4/30/2012</u> | <u>4/30/2013</u> |
|----------------------|---------------|-----------------------------|-----------------------------|
| <u>Assets</u> | | | |
| Cash | - Operating | \$ 75,882 | \$ 819,152 |
| Investments | - Kent County | 21,176,825 | 21,123,532 |
| Capital Assets (Net) | | <u>1,611,130</u> | <u>1,587,656</u> |
| Total Assets | | <u><u>\$ 22,863,837</u></u> | <u><u>\$ 23,530,340</u></u> |

| | | | |
|--|--|-----------------------------|-----------------------------|
| <u>Liabilities & Fund Balance</u> | | | |
| Accounts Payable | | \$ 39,822 | \$ 130,540 |
| Fund Balance | | <u>22,824,015</u> | <u>23,399,800</u> |
| Total Liabilities & Fund Balance | | <u><u>\$ 22,863,837</u></u> | <u><u>\$ 23,530,340</u></u> |

Grand Rapids-Kent County Convention/Arena Authority
Statement of Revenues, Expenditures and Changes in Fund Balance
For the Year Ending June 30, 2013

| | Annual | | | Year-To-Date | | |
|--|----------------------|----------------------|---------------|-------------------|-------------------|---------------|
| | FY 2012 | FY 2013 | Percentage | FY 2012 | FY 2013 | Percentage |
| | <u>Final</u> | <u>Budget</u> | <u>Change</u> | <u>7/1 - 4/30</u> | <u>7/1 - 4/30</u> | <u>Change</u> |
| Revenues: | | | | | | |
| Transfers from SMG | \$ 2,753,496 | \$ 2,813,838 | 2.2 | \$ 2,200,000 | \$ 2,400,000 | 9.1 |
| Parking | 1,098,657 | 1,116,829 | 1.7 | 903,002 | 882,788 | (2.2) |
| Interest | 119,327 | 106,000 | (11.2) | 91,751 | 69,132 | (24.7) |
| Miscellaneous | 82,455 | 81,000 | (1.8) | 31,239 | 55,301 | 77.0 |
| Total Revenues | <u>4,053,935</u> | <u>4,117,667</u> | <u>1.6</u> | <u>3,225,992</u> | <u>3,407,221</u> | <u>5.6</u> |
| Expenditures: | | | | | | |
| Operations | | | | | | |
| - Utilities | 2,244,580 | 2,404,804 | 7.1 | 1,849,777 | 1,686,100 | (8.8) |
| - Parking Management | 236,056 | 198,000 | (15.8) | 225,825 | 116,686 | (48.3) |
| - Pedestrian Safety | 116,019 | 121,510 | 4.7 | 71,900 | 72,399 | 0.7 |
| - Marketing - CVB/Sports | 100,000 | 100,000 | - | 100,000 | 100,000 | - |
| - DID Assessment | 38,398 | 60,000 | 56.3 | 38,398 | - | (100.0) |
| - Landscaping | 20,608 | 30,000 | 45.6 | 16,367 | 16,487 | 0.7 |
| - Food & Beverage Repairs | - | 40,000 | 100+ | - | 33,026 | +100.0 |
| Administration | | | | | | |
| - Wages/Benefits | 113,848 | 114,677 | 0.7 | 80,991 | 82,384 | 1.7 |
| - Consulting Services | 175,544 | 35,900 | (79.5) | 135,408 | 20,178 | (85.1) |
| - Professional Services | 51,357 | 72,000 | 40.2 | 41,515 | 38,475 | (7.3) |
| - Diversity Initiative | 62,078 | 100,000 | 61.1 | 61,696 | 46,364 | (24.9) |
| - Procurement of Art | 18,368 | 30,000 | 63.3 | 9,479 | 17,554 | 85.2 |
| - Insurance | 27,502 | 28,600 | 4.0 | 27,502 | 25,303 | (8.0) |
| - Supplies/Other | 19,504 | 60,000 | 207.6 | 16,040 | 19,939 | 24.3 |
| Operating Expenditures | <u>3,223,862</u> | <u>3,395,491</u> | <u>5.3</u> | <u>2,674,898</u> | <u>2,274,895</u> | <u>(15.0)</u> |
| Capital R/R/A ⁽¹⁾ | 662,230 | 1,903,000 | 187.4 | 425,988 | 427,827 | 0.4 |
| Total Expenditures | <u>3,886,092</u> | <u>5,298,491</u> | | <u>3,100,886</u> | <u>2,702,722</u> | |
| Excess (Deficiency) of Revenues | 167,843 | (1,180,824) | (803.7) | \$ 125,106 | \$ 704,499 | 463.1 |
| Over Expenditures | | | | | | |
| Balance, beginning of period | <u>22,065,862</u> | <u>22,233,705</u> | | | | |
| Balance, end of period | <u>\$ 22,233,705</u> | <u>\$ 21,052,881</u> | | | | |

NOTES:

(1) R/R/A - Repair/Replacement/Additions and Budget Amendment of 8/3/12

Grand Rapids-Kent County Convention/Arena Authority
Budget Summary by Facility/Other
Ten-Month Financial Trends for Period Ended April 30, 2013

| | Annual | | | Year-To-Date | | |
|--------------------------------------|------------------|------------------|---------------|------------------|------------------|---------------|
| | FY 2012 | FY 2013 | Percentage | FY 2012 | FY 2013 | Percentage |
| | Final | Budget | Change | 7/1 - 4/30 | 7/1 - 4/30 | Change |
| Van Andel Arena | | | | | | |
| Operating - Revenues | \$4,523,881 | \$4,997,896 | 10.4 | \$ 3,920,707 | \$4,747,826 | 21.1 |
| - Expenses - Facilities | (3,470,372) | (3,818,869) | 10.0 | (2,906,900) | (2,939,271) | 1.1 |
| - Base Management Fees | (162,500) | (167,375) | 3.0 | (135,590) | (137,719) | 1.6 |
| Net Operating Income (Loss) | 891,009 | 1,011,652 | 13.5 | 878,217 | 1,670,836 | 73.0 |
| Parking | 156,538 | 166,829 | 6.6 | 132,370 | 131,826 | (0.4) |
| Pedestrian Safety | (71,864) | (76,970) | 7.1 | (45,023) | (46,383) | 3.0 |
| Net Proceeds (Cost) of VAA | 975,683 | 1,101,511 | 12.9 | 965,564 | 1,756,279 | 81.9 |
| DeVos Place Convention Center | | | | | | |
| Operating - Revenues | 5,031,222 | 4,838,806 | (3.8) | 4,331,122 | 4,804,100 | 10.9 |
| - Expenses - Facilities | (5,250,815) | (5,274,049) | 0.4 | (4,368,343) | (4,263,107) | (2.4) |
| - Base Management Fees | (162,501) | (167,375) | 3.0 | (135,417) | (137,719) | 1.7 |
| Net Operating Loss | (382,093) | (602,618) | (57.7) | (172,638) | 403,274 | 233.6 |
| Parking | 706,064 | 752,000 | 6.5 | 544,837 | 634,276 | 16.4 |
| Pedestrian Safety | (44,155) | (44,540) | 0.9 | (26,877) | (26,016) | (3.2) |
| Net Proceeds (Cost) of DVP | 279,816 | 104,842 | (62.5) | 345,322 | 1,011,534 | 192.9 |
| Other | | | | | | |
| Revenues | | | | | | |
| Interest | 119,327 | 156,000 | | 91,751 | 69,132 | - |
| Miscellaneous | 82,455 | 31,000 | | 31,239 | 55,301 | - |
| | 201,782 | 187,000 | (7.3) | 122,990 | 124,433 | 1.2 |
| Expenses | | | | | | |
| Administration | (606,600) | (601,177) | | (473,029) | (350,197) | - |
| Other Operating | (20,608) | (70,000) | | (16,367) | (49,513) | - |
| | (627,208) | (671,177) | 7.0 | (489,396) | (399,710) | (18.3) |
| Net Other | (425,426) | (484,177) | 13.5 | (366,406) | (275,277) | (24.9) |
| Total Net Proceeds/Operating | 830,073 | 722,176 | | 944,480 | 2,492,536 | |
| Capital Expenditures | (662,230) | (1,903,000) | | (425,988) | (427,827) | |
| Results Net of Capital Expenditures | \$ 167,843 | \$ (1,180,824) | | \$ 518,492 | \$ 2,064,709 | |

DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED APRIL 30, 2013**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Harry Cann
Gary McAneney
John Szudzik
Richard MacKeigan
Chris Machuta



An SMG Managed Facility

DE VOS PLACE
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2013

| | YTD Actual | Roll | TOTAL FYE | BUDGET FYE | VARIANCE |
|--|------------|-----------|--------------|---------------|-----------|
| NO. EVENTS | 425 | 79 | 504 | 497 | 7 |
| ATTENDANCE | 511,796 | 59,250 | 571,046 | 513,000 | 58,046 |
| DIRECT EVENT REVENUE | 2,532,897 | 368,606 | 2,901,503 | 2,650,740 | 250,763 |
| ANCILLARY REVENUE | 2,030,605 | 213,344 | 2,243,949 | 1,974,616 | 269,333 |
| TOTAL EVENT REVENUE | 4,563,502 | 581,950 | 5,145,452 | 4,625,356 | 520,096 |
| TOTAL OTHER REVENUE | 241,478 | 31,500 | 272,978 | 213,450 | 59,528 |
| TOTAL OPERATING REVENUE | 4,804,980 | 613,450 | 5,418,430 | 4,838,806 | 579,624 |
| INDIRECT EXPENSES | | | | | |
| EXECUTIVE | 138,150 | 47,630 | 185,780 | 174,515 | (11,265) |
| FINANCE | 194,806 | 41,961 | 236,767 | 238,554 | 1,787 |
| MARKETING | 96,920 | 27,384 | 124,304 | 84,060 | (40,244) |
| OPERATIONS | 1,119,232 | 443,846 | 1,563,078 | 1,481,253 | (81,825) |
| EVENT SERVICES | 787,907 | 157,581 | 945,488 | 898,714 | (46,774) |
| BOX OFFICE | 89,772 | 16,007 | 105,779 | 86,221 | (19,558) |
| SALES | 313,104 | 72,621 | 385,725 | 380,186 | (5,539) |
| OVERHEAD | 1,660,936 | 442,187 | 2,103,123 | 2,097,921 | (5,202) |
| TOTAL OPERATING EXP. | 4,400,827 | 1,249,217 | 5,650,044 | 5,441,424 | (208,620) |
| NET REVENUE ABOVE EXPENSES | 404,153 | (635,767) | (231,614) | (602,618) | 371,004 |
| INCENTIVE FEE | | | 245,181 | 0 | 245,181 |
| NET OPERATING REVENUE OVER OPERATING EXPENSES | 404,153 | (635,767) | (476,795) | (602,618) | 125,823 |

Comments:

DeVos Place continues to perform very well as the fiscal year winds down as the facility remains very busy in what has historically been a slower time of year.

Expenses look to come in higher than budget over the last couple of months as some maintenance projects/purchases were delayed earlier in the fiscal year, as well as, an anticipated trueup of utility expenses.


General Manager


Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED APRIL 30, 2013**

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

| MONTH | March Actual | March Budget | March FY 2012 |
|---------------------|-------------------------|-------------------------|--------------------------|
| Number of Events | 45 | 43 | 24 |
| Attendance | 43,102 | 29,190 | 26,738 |
| Direct Event Income | \$199,262 | \$169,756 | \$89,570 |
| Ancillary Income | 176,975 | 168,314 | 108,675 |
| Other Income | (13,337) | 10,168 | 6,717 |
| Indirect Expenses | (410,563) | (453,452) | (457,079) |
| Net Income | (\$47,663) | (\$105,214) | (\$252,117) |

| YTD | YTD 2013 Actual | YTD 2013 Budget | YTD 2012 Prior Year |
|---------------------|----------------------------|----------------------------|--------------------------------|
| Number of Events | 425 | 418 | 449 |
| Attendance | 511,796 | 458,370 | 513,326 |
| Direct Event Income | \$2,532,017 | \$2,381,792 | \$2,331,674 |
| Ancillary Income | 2,030,605 | 1,844,825 | 1,793,763 |
| Other Income | 241,478 | 167,394 | 205,685 |
| Indirect Expenses | (4,400,826) | (4,534,520) | (4,503,760) |
| Net Income | \$403,274 | (\$140,509) | (\$172,638) |

EVENT INCOME

Event income came in higher than budget for the month and a little ahead of forecast.

ANCILLARY INCOME

Ancillary income came in consistent with budget overall.

INDIRECT EXPENSES

Indirect expenses came in a little ahead of budget overall, however, due to timing the next two months will see larger increases.

DeVos Place
Income Statement
For the Ten Months Ending April 30, 2013

| | 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 | \$218,890 | \$180,350 | \$38,540 | \$96,250 | \$2,645,897 | \$2,442,740 | \$203,157 | \$2,423,417 |
| Service Revenue | 113,018 | 128,741 | (15,723) | 94,101 | 1,883,165 | 1,663,674 | 219,491 | 2,105,951 |
| Service Expenses | (132,646) | (139,335) | 6,689 | (100,781) | (1,997,045) | (1,724,822) | (272,423) | (2,197,694) |
| Total Direct Event Income | 199,262 | 169,756 | 29,506 | 89,570 | 2,532,017 | 2,381,792 | 150,225 | 2,331,674 |
| Ancillary Income | | | | | | | | |
| F&B Concession | 10,161 | 4,458 | 5,703 | 2,775 | 179,556 | 134,300 | 45,256 | 151,327 |
| F&B Catering | 65,757 | 67,138 | (1,381) | 52,553 | 584,752 | 547,087 | 37,665 | 551,845 |
| Novelty Sales | 159 | 425 | (266) | 0 | 8,277 | 9,337 | (1,060) | 9,597 |
| Booth Cleaning | 22,273 | 12,896 | 9,377 | 8,792 | 270,533 | 249,040 | 21,493 | 226,125 |
| Telephone/Long Distance | 0 | 0 | 0 | 0 | 2,809 | 0 | 2,809 | 113 |
| Electrical Services | 24,595 | 34,155 | (9,560) | 13,041 | 418,319 | 432,375 | (14,056) | 379,677 |
| Audio Visual | 32,699 | 28,180 | 4,519 | 21,682 | 314,935 | 268,024 | 46,911 | 267,727 |
| Internet Services | 6,351 | 5,377 | 974 | 1,667 | 94,939 | 51,917 | 43,022 | 58,713 |
| Equipment Rental | 14,980 | 15,685 | (705) | 8,165 | 156,485 | 152,745 | 3,740 | 148,639 |
| Total Ancillary Income | 176,975 | 168,314 | 8,661 | 108,675 | 2,030,605 | 1,844,825 | 185,780 | 1,793,763 |
| Other Event Income | | | | | | | | |
| Ticket Rebates(Per Event) | (14,799) | 7,502 | (22,301) | 3,867 | 217,476 | 140,734 | 76,742 | 184,497 |
| Total Other Event Income | (14,799) | 7,502 | (22,301) | 3,867 | 217,476 | 140,734 | 76,742 | 184,497 |
| Total Event Income | 361,438 | 345,572 | 15,866 | 202,112 | 4,780,098 | 4,367,351 | 412,747 | 4,309,934 |
| Other Operating Income | | | | | | | | |
| Luxury Box Agreements | 1,461 | 1,333 | 128 | 1,130 | 12,543 | 13,330 | (787) | 12,667 |
| Other Income | 1 | 1,333 | (1,332) | 1,720 | 11,459 | 13,330 | (1,871) | 8,521 |
| Total Other Operating Income | 1,462 | 2,666 | (1,204) | 2,850 | 24,002 | 26,660 | (2,658) | 21,188 |
| Adjusted Gross Income | 362,900 | 348,238 | 14,662 | 204,962 | 4,804,100 | 4,394,011 | 410,089 | 4,331,122 |
| Operating Expenses | | | | | | | | |
| Salaries and Wages | 201,463 | 231,518 | (30,055) | 189,075 | 2,377,193 | 2,315,180 | 62,013 | 2,420,969 |
| Payroll Taxes and Benefits | 61,644 | 60,501 | 1,143 | 58,066 | 743,299 | 605,010 | 138,289 | 736,003 |
| Labor Allocations to Events | (95,712) | (121,634) | 25,922 | (77,580) | (1,342,168) | (1,216,340) | (125,828) | (1,423,066) |
| Net Salaries and Benefits | 167,395 | 170,385 | (2,990) | 169,561 | 1,778,324 | 1,703,850 | 74,474 | 1,733,906 |
| Contracted Services | 28,231 | 20,718 | 7,513 | 24,371 | 280,446 | 207,180 | 73,266 | 250,516 |
| General and Administrative | 21,871 | 26,952 | (5,081) | 28,686 | 291,628 | 269,520 | 22,108 | 278,427 |
| Operations | 3,939 | 9,905 | (5,966) | 33,516 | 79,463 | 99,050 | (19,587) | 108,608 |
| Repair and Maintenance | 32,797 | 43,417 | (10,620) | 35,283 | 346,997 | 434,170 | (87,173) | 414,685 |
| Operational Supplies | 3,888 | 21,242 | (17,354) | 12,250 | 149,501 | 212,420 | (62,919) | 146,964 |
| Insurance | 17,327 | 16,402 | 925 | 11,585 | 183,611 | 164,020 | 19,591 | 176,474 |
| Utilities | 121,343 | 130,483 | (9,140) | 128,285 | 1,153,137 | 1,304,830 | (151,693) | 1,260,763 |
| SMG Management Fees | 13,772 | 13,948 | (176) | 13,542 | 137,719 | 139,480 | (1,761) | 135,417 |
| Total Operating Expenses | 410,563 | 453,452 | (42,889) | 457,079 | 4,400,826 | 4,534,520 | (133,694) | 4,503,760 |
| Net Income(Loss) From Operations | (47,663) | (105,214) | 57,551 | (252,117) | 403,274 | (140,509) | 543,783 | (172,638) |
| Other Non-Operating Expenses | | | | | | | | |
| Adjusted Net Income(Loss) | (47,663) | (105,214) | 57,551 | (252,117) | 403,274 | (140,509) | 543,783 | (172,638) |

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Ten Months Ended April 30, 2013

| Event Type | Events/Days | | Attendance | | Total Event Income | |
|------------------------|-------------|--------|------------|---------|--------------------|-----------|
| | Actual | Budget | Actual | Budget | Actual | Budget |
| Convention/Trade Shows | 127 | 112 | 120,240 | 129,920 | 1,853,510 | 1,599,136 |
| Consumer/Gated Shows | 50 | 46 | 166,960 | 134,010 | 1,093,334 | 955,318 |
| DeVos Performance Hall | 105 | 100 | 140,181 | 118,960 | 920,620 | 686,728 |
| Banquets | 32 | 27 | 22,881 | 17,550 | 241,921 | 205,875 |
| Meetings | 70 | 56 | 17,800 | 13,440 | 384,433 | 232,512 |
| Other | 41 | 34 | 29,294 | 15,300 | 286,281 | 342,210 |
| GRAND TOTALS | 425 | 375 | 497,356 | 429,180 | 4,780,097 | 4,021,779 |

As Percentage of Overall

| | | | | | | |
|------------------------|--------|--------|--------|--------|--------|--------|
| Convention/Trade Shows | 29.88% | 29.87% | 24.18% | 30.27% | 38.78% | 39.76% |
| Consumer/Gated Shows | 11.76% | 12.27% | 33.57% | 31.22% | 22.87% | 23.75% |
| Devos Performance Hall | 24.71% | 26.67% | 28.19% | 27.72% | 19.26% | 17.08% |
| Ballroom Exclusive | 7.53% | 7.20% | 4.60% | 4.09% | 5.06% | 5.12% |
| Meetings | 16.47% | 14.93% | 3.58% | 3.13% | 8.04% | 5.78% |
| Other | 9.65% | 9.07% | 5.89% | 3.56% | 5.99% | 8.51% |

**DeVos Place
Balance Sheet
As of April 30, 2013**

ASSETS

Current Assets

| | |
|--------------------|-----------|
| Cash | 1,253,720 |
| Account Receivable | 1,456,533 |
| Prepaid Expenses | 70,869 |

| | | |
|-----------------------------|--|--------------------|
| Total Current Assets | | \$2,781,123 |
|-----------------------------|--|--------------------|

Total Assets

\$2,781,123

LIABILITIES AND EQUITY

Current Liabilities

| | |
|----------------------------------|---------|
| Accounts Payable | 70,071 |
| Accrued Expenses | 214,083 |
| Deferred Income | 80,694 |
| Advanced Ticket Sales & Deposits | 741,492 |

| | | |
|----------------------------------|--|--------------------|
| Total Current Liabilities | | \$1,106,341 |
|----------------------------------|--|--------------------|

Other Liabilities

Equity

| | |
|-----------------------------|-----------|
| Funds Remitted to CAA | (900,000) |
| Expenses Paid Direct by CAA | 1,073,258 |
| Beginning Balance Equity | 1,098,251 |
| Current Year Equity | 403,273 |

| | | |
|---------------------|--|--------------------|
| Total Equity | | \$1,674,782 |
|---------------------|--|--------------------|

| | | |
|-------------------------------------|--|--------------------|
| Total Liabilities and Equity | | \$2,781,123 |
|-------------------------------------|--|--------------------|

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of April 30, 2013

| | |
|-------------------------------|---------------|
| Current - Under 30 Days | |
| Food & Beverage | 75,917 |
| Ticketing | 49,882 |
| Merchandise | - |
| Decorating | 22,273 |
| Audio/Visual | 32,881 |
| Van Andel Arena | 872,685 |
| Operating | 286,195 |
| Over 30 Days | 104,213 |
| Over 60 Days | 12,487 |
| Over 90 Days | |
| Total Accounts Receivable | 1,456,533 |

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2013**

MANAGEMENT FEE SUMMARY

| | Arena Estimate | DeVos Place Estimate | Total Estimate | FY 2012 Actual |
|----------------------------|-------------------|-------------------------|-------------------|-------------------|
| Net Revenue above Expenses | 1,419,394 | (231,614) | 1,187,780 | 508,916 |
| Benchmark ++ | | | 750,000 | 750,000 |
| Excess | 1,419,394 | (231,614) | 437,780 | (241,084) |

Incentive Fee Calculation (Only if above greater than zero)

| | Arena Estimate | DeVos Place Estimate | Total Estimate | Total Estimate |
|--------------------------|-------------------|-------------------------|-------------------|-------------------|
| Base Fee | 165,262 | 165,263 | 330,525 | 325,000 |
| Incentive Fee | | | | |
| Revenue | 5,352,781 | 5,418,430 | 10,771,211 | 9,555,103 |
| Benchmark Revenue | 4,900,000 | 4,300,000 | 9,200,000 | 9,100,000 |
| Revenue Excess | 452,781 | 1,118,430 | 1,571,211 | 455,103 |
| Incentive Fee ** | 95,248 | 235,277 | 330,525 | - |
| Total SMG Management Fee | 260,510 | 400,540 | 661,050 | 325,000 |

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

++ If net revenues above expenses exceeds \$700,000, SMG is eligible for 75% of the incentive fee.



VAN ANDEL ARENA

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED APRIL 30, 2013**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Harry Cann

Gary McAneney

John Szudzik

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

**VAN ANDEL ARENA
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2013**

| | YTD | ROLL | TOTAL FYE | BUDGET FYE | VARIANCE |
|---|------------------|------------------|------------------|------------------|----------------|
| NO. EVENTS | 104 | 11 | 115 | 101 | 14 |
| ATTENDANCE | 567,921 | 53,000 | 620,921 | 565,200 | 55,721 |
| DIRECT EVENT INCOME | 1,167,420 | 115,068 | 1,282,488 | 1,313,521 | (31,033) |
| ANCILLARY INCOME | 1,323,424 | 137,703 | 1,461,127 | 1,134,935 | 326,192 |
| TOTAL EVENT INCOME | <u>2,490,844</u> | <u>252,771</u> | <u>2,743,615</u> | <u>2,448,456</u> | <u>295,159</u> |
| TOTAL OTHER INCOME | 2,256,982 | 352,184 | 2,609,166 | 2,549,440 | 59,726 |
| TOTAL INCOME | <u>4,747,826</u> | <u>604,955</u> | <u>5,352,781</u> | <u>4,997,896</u> | <u>354,885</u> |
| INDIRECT EXPENSES | | | | | |
| EXECUTIVE | 142,685 | 38,537 | 181,222 | 169,516 | (11,706) |
| FINANCE | 167,102 | 61,920 | 229,022 | 240,634 | 11,612 |
| MARKETING | 201,137 | 78,227 | 279,364 | 288,108 | 8,744 |
| OPERATIONS | 1,269,402 | 353,880 | 1,623,282 | 1,609,899 | (13,383) |
| BOX OFFICE | 112,376 | 20,975 | 133,351 | 138,187 | 4,836 |
| LUXURY SEATING | 44,369 | 24,874 | 69,243 | 97,409 | 28,166 |
| SKYWALK ADMIN | 23,526 | 4,705 | 28,231 | 26,341 | (1,890) |
| OVERHEAD | 1,116,393 | 273,279 | 1,389,672 | 1,416,150 | 26,478 |
| TOTAL INDIRECT EXP. | <u>3,076,990</u> | <u>856,397</u> | <u>3,933,387</u> | <u>3,986,244</u> | <u>52,857</u> |
| NET REVENUE ABOVE EXPENSES | <u>1,670,836</u> | <u>(251,442)</u> | <u>1,419,394</u> | <u>1,011,652</u> | <u>407,742</u> |
| LESS INCENTIVE FEE | | | 85,344 | - | (85,344) |
| NET REVENUE ABOVE EXPENSES AFTER INCENTIVE | <u>1,670,836</u> | <u>(251,442)</u> | <u>1,334,050</u> | <u>1,011,652</u> | <u>322,398</u> |

Comments:

April performed very well as the Arena hosted very strong selling Kid Rock and Kenny Chesney concerts. The forecast for the final two months of the fiscal year has been increased due to the continued playoff run of the Griffins which are now guaranteed to play 8 home playoff games, with hopes for more.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED APRIL 30, 2013**

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

| MONTH | April Actual | April Budget | April FY 2012 |
|---------------------|-------------------------|-------------------------|--------------------------|
| Number of Events | 9 | 9 | 9 |
| Attendance | 71,351 | 59,000 | 66,242 |
| Direct Event Income | \$116,214 | \$117,358 | \$101,895 |
| Ancillary Income | 186,386 | 90,684 | 151,397 |
| Other Income | 259,787 | 213,648 | 211,932 |
| Indirect Expenses | (319,453) | (332,188) | (294,181) |
| Net Income | <u>\$242,934</u> | <u>\$89,502</u> | <u>\$171,043</u> |

| YTD | YTD 2013 Actual | YTD 2013 Budget | YTD 2012 Prior Year |
|---------------------|----------------------------|----------------------------|--------------------------------|
| Number of Events | 104 | 95 | 89 |
| Attendance | 567,921 | 526,100 | 480,889 |
| Direct Event Income | \$1,167,420 | \$1,186,424 | \$917,540 |
| Ancillary Income | 1,323,424 | 1,039,643 | 1,021,730 |
| Other Income | 2,256,982 | 2,136,461 | 1,981,437 |
| Indirect Expenses | (3,076,990) | (3,321,880) | (3,042,490) |
| Net Income | <u>\$1,670,836</u> | <u>\$1,040,648</u> | <u>\$878,217</u> |

EVENT INCOME

Event income came in ahead of budget for the month due to the success of Kid Rock and Kenny Chesney concerts.

ANCILLARY INCOME

Ancillary income came in ahead of budget as both concerts were strong concessions and merchandise shows with per caps meeting or exceeding last visits by both artists.

INDIRECT EXPENSES

Indirect expenses came in consistent with budget for the month, however, will see additional expenses over the last couple of months pending Griffins playoff run.

Van Andel Arena
Income Statement
For the Ten Months Ending April 30, 2013

| | 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 | \$141,058 | \$132,274 | 8,784 | \$103,669 | \$1,765,866 | \$1,647,192 | 118,674 | \$1,311,985 |
| Service Revenue | 180,343 | 159,612 | 20,731 | 245,033 | 1,206,061 | 1,022,137 | 183,924 | 1,175,484 |
| Service Expenses | (205,187) | (174,528) | (30,659) | (246,807) | (1,804,507) | (1,482,905) | (321,602) | (1,569,929) |
| Total Direct Event Income | 116,214 | 117,358 | (1,144) | 101,895 | 1,167,420 | 1,186,424 | (19,004) | 917,540 |
| Ancillary Income | | | | | | | | |
| F&B Concession | 159,002 | 77,990 | 81,012 | 119,340 | 1,137,657 | 902,155 | 235,502 | 843,414 |
| F&B Catering | 15,994 | 5,458 | 10,536 | 5,914 | 94,255 | 56,980 | 37,275 | 66,802 |
| Novelty Sales | 10,796 | 7,236 | 3,560 | 23,445 | 90,997 | 80,008 | 10,989 | 81,396 |
| Booth Cleaning | 411 | 0 | 411 | 402 | 1,282 | 500 | 782 | 402 |
| Audio Visual | 183 | 0 | 183 | 36 | 183 | 0 | 183 | 36 |
| Other Ancillary | 0 | 0 | 0 | 2,260 | (950) | 0 | (950) | 29,680 |
| Total Ancillary Income | 186,386 | 90,684 | 95,702 | 151,397 | 1,323,424 | 1,039,643 | 283,781 | 1,021,730 |
| Other Event Income | | | | | | | | |
| Ticket Rebates(Per Event) | 61,253 | 35,174 | 26,079 | 35,363 | 477,201 | 339,729 | 137,472 | 288,162 |
| Total Other Event Income | 61,253 | 35,174 | 26,079 | 35,363 | 477,201 | 339,729 | 137,472 | 288,162 |
| Total Event Income | 363,853 | 243,216 | 120,637 | 288,655 | 2,968,045 | 2,565,796 | 402,249 | 2,227,432 |
| Other Operating Income | | | | | | | | |
| Luxury Box Agreements | 140,102 | 119,475 | 20,627 | 115,616 | 1,186,690 | 1,215,490 | (28,800) | 1,113,616 |
| Advertising | 54,000 | 52,083 | 1,917 | 54,000 | 540,000 | 520,830 | 19,170 | 533,133 |
| Other Income | 4,432 | 6,916 | (2,484) | 6,953 | 53,091 | 60,412 | (7,321) | 46,526 |
| Total Other Operating Income | 198,534 | 178,474 | 20,060 | 176,569 | 1,779,781 | 1,796,732 | (16,951) | 1,693,275 |
| Adjusted Gross Income | 562,387 | 421,690 | 140,697 | 465,224 | 4,747,826 | 4,362,528 | 385,298 | 3,920,707 |
| Operating Expenses | | | | | | | | |
| Salaries and Wages | 167,980 | 163,268 | 4,712 | 194,182 | 1,631,982 | 1,632,680 | (698) | 1,572,889 |
| Payroll Taxes and Benefits | 46,538 | 44,551 | 1,987 | 65,898 | 447,780 | 445,510 | 2,270 | 448,680 |
| Labor Allocations to Events | (95,012) | (67,454) | (27,558) | (130,263) | (780,562) | (674,540) | (106,022) | (747,216) |
| Net Salaries and Benefits | 119,506 | 140,365 | (20,859) | 129,817 | 1,299,200 | 1,403,650 | (104,450) | 1,274,353 |
| Contracted Services | 16,275 | 20,928 | (4,653) | 15,585 | 177,885 | 209,280 | (31,395) | 185,936 |
| General and Administrative | 13,761 | 21,527 | (7,766) | 23,622 | 226,437 | 215,270 | 11,167 | 237,713 |
| Operations | 1,133 | 7,057 | (5,924) | 2,980 | 29,830 | 70,570 | (40,740) | 21,978 |
| Repair and Maintenance | 50,331 | 19,648 | 30,683 | 14,682 | 183,875 | 196,480 | (12,605) | 170,296 |
| Operational Supplies | 14,075 | 15,375 | (1,300) | 15,506 | 150,681 | 153,750 | (3,069) | 135,889 |
| Insurance | 15,114 | 10,573 | 4,541 | 14,450 | 135,051 | 105,730 | 29,321 | 112,410 |
| Utilities | 75,486 | 82,767 | (7,281) | 63,997 | 736,312 | 827,670 | (91,358) | 768,325 |
| SMG Management Fees | 13,772 | 13,948 | (176) | 13,542 | 137,719 | 139,480 | (1,761) | 135,590 |
| Total Operating Expenses | 319,453 | 332,188 | (12,735) | 294,181 | 3,076,990 | 3,321,880 | (244,890) | 3,042,490 |
| Net Income(Loss) From Operations | 242,934 | 89,502 | 153,432 | 171,043 | 1,670,836 | 1,040,648 | 630,188 | 878,217 |
| Other Non-Operating Expenses | | | | | | | | |
| Adjusted Net Income(Loss) | 242,934 | 89,502 | 153,432 | 171,043 | 1,670,836 | 1,040,648 | 630,188 | 878,217 |

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Ten Months Ended April 30, 2013

| Event Type | Events/Days | | Attendance | | Total Event Income | |
|-----------------|-------------|--------|------------|---------|--------------------|-----------|
| | Actual | Budget | Actual | Budget | Actual | Budget |
| Family Show | 20 | 19 | 71,025 | 57,500 | 211,384 | 185,755 |
| Sporting Event | 10 | 9 | 40,070 | 38,000 | 211,307 | 223,975 |
| Concert | 17 | 18 | 150,754 | 156,000 | 1,645,202 | 1,416,656 |
| Team Home Games | 38 | 38 | 240,118 | 224,200 | 563,067 | 524,818 |
| Other | 19 | 11 | 65,954 | 52,000 | 337,083 | 214,592 |
| GRAND TOTALS | 104 | 95 | 567,921 | 527,700 | 2,968,045 | 2,565,796 |

As Percentage of Overall

| | | | | | | |
|-----------------|--------|--------|--------|--------|--------|--------|
| Family Show | 19.23% | 20.00% | 12.51% | 10.90% | 7.12% | 7.24% |
| Sporting Event | 9.62% | 9.47% | 7.06% | 7.20% | 7.12% | 8.73% |
| Concert | 16.35% | 18.95% | 26.54% | 29.56% | 55.43% | 55.21% |
| Team Home Games | 36.54% | 40.00% | 42.28% | 42.49% | 18.97% | 20.45% |
| Other | 18.27% | 11.58% | 11.61% | 9.85% | 11.36% | 8.36% |

**Van Andel Arena
Balance Sheet
As of April 30, 2013**

ASSETS

Current Assets

| | |
|--------------------|-----------|
| Cash | 4,048,973 |
| Account Receivable | 1,394,100 |
| Prepaid Expenses | 17,741 |

| | | |
|-----------------------------|--------------------|--|
| Total Current Assets | \$5,460,813 | |
|-----------------------------|--------------------|--|

| | | |
|---------------------|--------------------|--|
| Total Assets | \$5,460,813 | |
|---------------------|--------------------|--|

LIABILITIES AND EQUITY

Current Liabilities

| | |
|----------------------------------|-----------|
| Accounts Payable | 119,773 |
| Accrued Expenses | 235,707 |
| Deferred Income | 1,270,669 |
| Advanced Ticket Sales & Deposits | 2,612,173 |

| | | |
|---------------------------|-------------|--|
| Total Current Liabilities | \$4,238,322 | |
|---------------------------|-------------|--|

Other Liabilities

Equity

| | |
|-----------------------------|-------------|
| Funds Remitted to CAA | (1,500,000) |
| Expenses Paid Direct by CAA | 667,489 |
| Beginning Balance Equity | 384,166 |
| Current Year Equity | 1,670,836 |

| | | |
|--------------|-------------|--|
| Total Equity | \$1,222,491 | |
|--------------|-------------|--|

| | | |
|-------------------------------------|--------------------|--|
| Total Liabilities and Equity | \$5,460,813 | |
|-------------------------------------|--------------------|--|

\$0

5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of April 30, 2013

| | |
|-------------------------------|---------------|
| Current - Under 30 Days | |
| Food & Beverage | 274,610 |
| Ticketing | 1,698,503 |
| Merchandise | 10,951 |
| Permanent Advertising | 35,539 |
| DeVos Place | (872,685) |
| Operating | 126,527 |
| Over 30 Days | 54,655 |
| Over 60 Days | 66,000 |
| Over 90 Days | |
| Total Accounts Receivable | 1,394,100 |

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2013**

MANAGEMENT FEE SUMMARY

| | Arena Estimate | DeVos Place Estimate | Total Estimate | FY 2012 Actual |
|----------------------------|-------------------|-------------------------|-------------------|-------------------|
| Net Revenue above Expenses | 1,419,394 | (231,614) | 1,187,780 | 508,916 |
| Benchmark ++ | | | 750,000 | 750,000 |
| Excess | 1,419,394 | (231,614) | 437,780 | (241,084) |

Incentive Fee Calculation (Only if above greater than zero)

| | Arena Estimate | DeVos Place Estimate | Total Estimate | Total Estimate |
|--------------------------|-------------------|-------------------------|-------------------|-------------------|
| Base Fee | 165,262 | 165,263 | 330,525 | 325,000 |
| Incentive Fee | | | | |
| Revenue | 5,352,781 | 5,418,430 | 10,771,211 | 9,555,103 |
| Benchmark Revenue | 4,900,000 | 4,300,000 | 9,200,000 | 9,100,000 |
| Revenue Excess | 452,781 | 1,118,430 | 1,571,211 | 455,103 |
| Incentive Fee ** | 95,248 | 235,277 | 330,525 | - |
| Total SMG Management Fee | 260,510 | 400,540 | 661,050 | 325,000 |

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

++ If net revenues above expenses exceeds \$700,000, SMG is eligible for 75% of the incentive fee.



Memorandum

To: CAA Board

From: Robert J. White

Re: Recommended FY 2013 Budget Amendment

Date: May 31, 2013

The CAA Board adopted the FY 2013 budget on June 1, 2012. The budget included spending allowances for operations (SMG) at DeVos Place® and Van Andel Arena®. In addition, the budget authorized a certain spending allowance for the administrative activity.

The SMG forecast, for facility operations, projected a combined net operating income of \$409,304. This balance fell well short of the initial \$700,000 operating income threshold necessary to qualify for an incentive fee.

Updated revenue/expense forecasts place current year combined net operating income at \$1,187,780. At this level, SMG qualifies for an incentive fee approximating \$330,525.

As the initial approved budget did not provide for this event, it is necessary to amend the budget. It is recommended that the operations budget authorization be increased by \$330,525 to allow for payment of the incentive fee upon delivery of year-end special purpose financial statements.

Grand Rapids-Kent County Convention/Arena Authority
FY 2013 Budget
Revisions to Budget
5/31/2013

| | FY 2013 Budget | | | Current |
|------------------------|----------------|------------|--------------|--------------|
| | Original | Revisions | As Revised | Estimate |
| Van Andel Arena | | | | |
| Revenues | \$ 4,997,896 | \$ 354,885 | \$ 5,352,781 | \$ 5,352,781 |
| Expenses - Facilities | (3,818,869) | | (3,818,869) | (3,768,125) |
| - Base Fee | (167,375) | | (167,375) | (167,375) |
| - Incentive Fee | - | (85,344) | (85,344) | (85,344) |
| DeVos Place | | | | |
| Revenues | \$ 4,838,806 | \$ 579,624 | \$ 5,418,430 | \$ 5,418,430 |
| Expenses - Facilities | (5,274,049) | | (5,274,049) | (5,484,782) |
| - Base Fee | (167,375) | | (167,375) | (162,375) |
| - Incentive Fee | - | (245,181) | (245,181) | (245,181) |



Memorandum

**To: Grand Rapids – Kent County
Convention/Arena Authority**

From: Robert J. White

Date: May 31, 2013

**Re: Convention/Arena Authority (CAA)
FY 2014 Budget Request
Updates to Memorandum Dated April 26, 2013**

On May 3rd, the CAA Finance Committee reviewed a preliminary draft of the consolidated Fiscal Year 2014 budget request. It had forecast “estimated” revenues totaling \$11,340,760 with an operating/capital budget request of \$13,740,532. The estimated draw on fund balance amounted to \$2,399,772.

In the interim, the Fiscal Year 2014 budget recommendations have been amended in the following manner:

FY 2013 Estimate:

- Table A - Increase SMG revenues by +\$339,917 and reduce SMG expenses by (\$58,532).
- Table B - Increase Van Andel Arena® parking by +\$11,450.
 - Reduce capital outlay by (\$71,700) for a deferred project.
 - “Net Excess (Deficit)” moves from (\$187,178) to +\$294,421.

FY 2014 Recommendation:

- Table A - Increase DeVos Place® revenue estimate by +\$192,124.
 - Increase in DeVos Place® revenue estimate pushes forecasted SMG net income over the \$750,000 threshold necessary to qualify for an incentive fee, which necessitates a budget allowance of \$272,449.
- Table B - Increase Van Andel Arena® parking by +\$14,978.
 - Increase “Other Operating” by (\$5,953) for increased cost of Pedestrian Safety.
 - Increase “Diversity Initiative by (\$25,000) to assist in sponsorship of ethnic event.
 - Capital Outlay:
 - Decrease DVP dock door rebuild by (\$65,000).
 - Add DVP parking LED light upgrade +\$94,000.
 - Defer VAA repair/refurbish overhang to FY 2015 budget (\$250,000).
 - Add VAA relocate SMG offices +\$215,000.
 - Add VAA carryover, for \$71,700 lighting controls balance, and supplement with additional \$53,300.

As a result of these changes, the projected operating deficit for Fiscal Year 2014 has been increased by \$215,300 to \$2,615,072.

It is the staff recommendation to adopt the Fiscal Year 2014 budget, as originally recommended, with the modifications as noted above. This budget will take effect on July 1, 2013.

Attachments: FY 2014 Recommended Budget



Memorandum

(AS REVISED 5/31/13)

**To: Grand Rapids – Kent County
Convention/Arena Authority**

From: Robert J. White

Date: April 26, 2013

**Re: Convention/Arena Authority (CAA)
Fiscal Year 2014 Budget Recommendation**

The attached material summarizes a requested CAA Administrative Operating Budget and Consolidated Income Statement for the Fiscal Year beginning July 1, 2013 (Fiscal Year 2014). The format of the report provides the Board with an overview of Fiscal Year 2012 actual, Fiscal Year 2013 estimate, and Fiscal Year 2014 preliminary recommendations. Preliminary Finance Committee review will be held on May 3rd with final Board review scheduled for June 7th.

Table A provides a summary of the facility manager (SMG) budget documents submitted under separate cover. Based on SMG's most recent "budget roll," the current year forecast has been updated to a net operating income balance of ~~\$857,255~~ \$458,806. Funding, requested for FY 2014, would generate a net operating income of ~~\$479,758~~ \$560,083.

The Fiscal Year 2014 consolidated income statement (Table C) forecasts a net operating income totaling ~~\$579,928~~ \$676,228. This income will be applied to finance, in part, a capital outlay request totaling ~~\$3,329,000~~ \$3,210,000. The balance of the funds required will be supported by interest earnings and a drawdown from the capital reserve account.

Table B provides a summary of the CAA administrative budget. Revenues in this account include regularly scheduled transfers from the facility manager, parking, interest and other miscellaneous contributions to the organization. Expenditures from this account include provision for utilities, capital repair/replacement/improvement (as defined in the SMG management contract), parking management fees, landscape plantings, and other administrative expenses. Table B-1, attached hereto, provides additional details concerning utility and miscellaneous administrative expenditure accounts.

On the basis of these initial budgetary estimates, it is expected that the CAA will close its Fiscal Year 2013 activities with a "fund balance" approximating \$22.5 million. This would include a

recommended minimum operating reserve balance of \$6 million and a capital repair/replacement/improvement reserve of \$16.5 million.

Prior fiscal year budget recommendations included a Table D entitled “Capital Repair/Replacement/Improvement Reserve – Projection of Receipts, Disbursements and Balances.” The table, last prepared as a part of the Fiscal Year 2009 budget, forecasted capital requirements of approximately \$1 million per annum during the period of Fiscal Year 2010 through Fiscal Year 2014, inclusive, rising to an annual level of approximately \$3 million per annum for the following five fiscal years. Allowing for this level of capital requirements, the forecast identified a Fund Balance of \$13 million at June 30, 2019. Table D has not been updated as part of this Fiscal Year 2014 budget request. Funding for an “Arena Long-Term Capital Study” (see Administrative/Other) was approved as a part of the FY 2011 budget, to provide additional assistance in updating the forecast. This study has been completed. The recommendations of this study are being utilized by SMG staff to complete an updated long-term capital needs forecast.

The current Table D has been included along with the original Fiscal Year 2014 budget materials. This report provides a “Budget Summary by Facility/Other” formatted report. It organizes revenues and expenses in three activity areas including Van Andel Arena®, DeVos Place® Convention Center, and other. This report provides all of the same information contained in Table C, but also allows the reader to view the overall operations of each facility incorporating therein the revenues generated by the parking facilities attached or adjacent to the buildings and police-pedestrian safety services.

Rich MacKeigan, Chris Machuta, Sue Waddell, and I participated in preparation of the attached recommended budget. We would expect to present this to the Finance Committee, at its May meeting, and be prepared to answer any additional questions which may arise from a review of this material.

Attachments: FY ~~2014~~²⁰¹³ Recommended Budget

Table A
Grand Rapids-Kent County Convention/Arena Authority
SMG Facilities Budget
Fiscal Years Ending June 30, 2012 - 2014

| | FY 2012 | FY 2013 | | FY 2014 |
|-------------------------|---------------------|---------------------|---------------------|-----------------------|
| | Actual | Budget | Estimate | Recommendation |
| Van Andel Arena | | | | |
| Operating - Revenues | \$ 4,523,881 | \$ 4,997,896 | \$ 5,352,781 | \$ 5,023,466 |
| - Expenses - Facilities | (3,470,372) | (3,818,869) | (3,768,125) | (3,848,986) |
| - Base Management Fees | (162,500) | (167,375) | (165,262) | (167,741) |
| Net Operating Income | <u>\$ 891,009</u> | <u>\$ 1,011,652</u> | <u>1,419,394</u> | <u>1,006,739</u> |
| DeVos Place | | | | |
| Operating - Revenues | \$ 5,031,222 | \$ 4,838,806 | \$ 5,418,430 | \$ 5,268,030 |
| - Expenses - Facilities | (5,250,815) | (5,274,049) | (5,484,782) | (5,354,821) |
| - Base Management Fees | (162,500) | (167,375) | (165,262) | (167,741) |
| Net Operating Loss | <u>\$ (382,093)</u> | <u>\$ (602,618)</u> | <u>\$ (231,614)</u> | <u>\$ (254,532)</u> |
| Net Available to CAA: | | | | |
| Van Andel Arena | \$ 891,009 | \$ 1,011,652 | \$ 1,419,394 | \$ 1,006,739 |
| DeVos Place | (382,093) | (602,618) | (231,614) | (254,532) |
| Less - SMG Incentive | - | - | (330,525) | (272,449) |
| | <u>\$ 508,916</u> | <u>\$ 409,034</u> | <u>\$ 857,255</u> | <u>\$ 479,758</u> |

Table B
Grand Rapids-Kent County Convention/Arena Authority
Administrative - Operating / Capital Replacement Budget
FY 2014 Recommendation

| | <u>FY 2012</u> | <u>FY 2013</u> | | <u>FY 2014</u> |
|-----------------------|-------------------|-----------------------|-------------------------------|---------------------------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Estimate</u> | <u>Recommendation</u> |
| Revenues: | | | | |
| Facility Operations | \$ 508,916 | \$ 409,034 | \$ 857,255 | \$ 479,758 |
| Utility Reimbursement | <u>2,244,580</u> | <u>2,404,804</u> | <u>2,025,633</u> | <u>2,339,808</u> |
| Transfers from SMG | 2,753,496 | 2,813,838 | 2,882,888 | 2,819,566 |
| DeVos Place Parking | 942,120 | 950,000 | 912,000 | 912,000 ⁽¹⁾ |
| VanAndel Parking | 156,538 | 166,829 | 156,538 | 160,066 ⁽¹⁾ |
| Interest | 119,327 | 106,000 | 88,116 | 84,000 ⁽²⁾ |
| Miscellaneous | <u>82,455</u> | <u>81,000</u> | <u>100,300</u> ⁽⁷⁾ | <u>100,300</u> ⁽⁷⁾ |
| Total Revenues | <u>4,053,936</u> | <u>4,117,667</u> | <u>4,139,842</u> | <u>4,075,932</u> |
| Expenditures: | | | | |
| Utilities | 2,244,580 | 2,404,804 | 2,025,633 | 2,339,808 ⁽⁴⁾ |
| Other Operating | 372,683 | 389,510 | 367,726 | 389,353 ⁽⁵⁾ |
| Administration/Other | 606,599 | 601,177 | 452,323 | 632,843 ⁽⁶⁾ |
| Facility Maintenance | 443,332 | - | - | - |
| Capital | <u>218,898</u> | <u>1,903,000</u> | <u>999,739</u> | <u>3,329,000</u> ⁽³⁾ |
| Total Expenditures | <u>3,886,092</u> | <u>5,298,491</u> | <u>3,845,421</u> | <u>6,691,004</u> |
| Net Excess (Deficit) | <u>\$ 167,844</u> | <u>\$ (1,180,824)</u> | <u>\$ 294,421</u> | <u>\$ (2,615,072)</u> |

Notes: See Following Page

Table B-1
Grand Rapids-Kent County Convention/Arena Authority
Administrative - Operating / Capital Replacement Budget
FY 2014 Recommendation

Notes:

| | | | | |
|---|---------|---------|---------|---------|
| ⁽¹⁾ DeVos Place Parking Rates: | FY 2011 | FY 2012 | FY 2013 | FY 2014 |
| 30 Minutes | \$ 1.00 | \$ 1.00 | \$ 1.25 | \$ 1.25 |
| Daily Maximum | 10.00 | 12.00 | 12.00 | 12.00 |
| Event | 7.00 | 8.00 | 8.00 | 8.00 |
| Monthly -Public | 142.50 | 150.00 | 152.00 | 152.00 |
| -Reserved Premium | 52.00 | 55.00 | 56.00 | 57.00 |
| -County/SMG (O+M) | 18.31 | 45.62 | 28.47 | - |

| | | | | |
|--------------------------------|---------|---------|---------|---------|
| Van Andel Arena Parking Rates: | | | | |
| Event | \$ 8.00 | \$ 8.00 | \$ 9.00 | \$ 9.00 |
| Non-Event Coin Unit | 3.00 | 5.00 | 5.00 | 5.00 |
| Monthly -Public | 67.00 | 69.00 | 71.00 | 75.00 |

⁽²⁾ \$21.1million (3/31/13 pool balance) in invested funds at .4%.

| | | |
|--|-----|-----------|
| ⁽³⁾ FY 2013 Carry Over Projects: | | |
| Dock Doors - rebuild Michigan Street vertical lift doors | DVP | \$160,000 |
| Chillers - rebuild main Trane chillers | DVP | 90,000 |
| Replace theater shell ceiling hoist motors and controls | DVP | 45,000 |
| Lighting controls plus \$53,300 supplement | VAA | 125,000 |

| | | |
|--|-----|------------|
| FY 2014 Eligible Projects: | | |
| Replace meeting room airwall fabric | DVP | \$ 50,000 |
| Sound system upgrades | DVP | 110,000 |
| Lyon Street dock - concrete repairs | DVP | 50,000 |
| Replace Phase 2 sloan valves for water conservation | DVP | 40,000 |
| HVAC control system upgrades/technology | DVP | 30,000 |
| Theater exterior - concrete repairs | DVP | 50,000 |
| Replace theater spotlights | DVP | 60,000 |
| Theater show sound system - replace 20-year old system | DVP | 500,000 |
| Technology needs/upgrades | DVP | 25,000 |
| Grand Gallery - reconstruct drainage system | DVP | 50,000 |
| Parking Area - new LED (efficient) lights | DVP | 94,000 |
| Refrigerant - replace R22 that is being phased out | VAA | \$ 250,000 |
| Electrical room HVAC | VAA | 80,000 |
| Reconfigure entryway for temperature control of main lobby | VAA | 120,000 |
| Standby hot water unit - currently no backup | VAA | 60,000 |
| Replace main fire alarm panel - old technology | VAA | 30,000 |
| Replace south video wall - old technology | VAA | 900,000 |
| Upgrade HD TV system | VAA | 25,000 |
| Concrete repairs | VAA | 30,000 |
| Elevators - refurbishments/upgrades | VAA | 100,000 |
| Wireless clear-com show communication | VAA | 40,000 |
| Relocate SMG offices | VAA | 215,000 |

| | |
|-------------------------------|--------------------|
| Total FY 2014 Capital Request | <u>\$3,329,000</u> |
|-------------------------------|--------------------|

Table B-1
Grand Rapids-Kent County Convention/Arena Authority
Detail of Expenditure Estimates
FY 2014 Recommendation

| | | FY 2012 | FY 2013 | | FY 2014 |
|--|-------------------------------|----------------------|----------------------|------------------------|------------------------------|
| | | <u>Actual</u> | <u>Budget</u> | <u>Estimate</u> | <u>Recommendation</u> |
| Utilities⁽⁴⁾: | | | | | |
| | Electricity | \$ 1,531,053 | \$ 1,485,004 | \$ 1,284,773 | \$ 1,458,004 |
| | Steam/Gas | 587,885 | 809,000 | 601,994 | 769,004 |
| | Water/Sewer | 125,642 | 112,800 | 138,866 | 112,800 |
| | | <u>\$ 2,244,580</u> | <u>\$ 2,406,804</u> | <u>\$ 2,025,633</u> | <u>\$ 2,339,808</u> |
| Other Operating⁽⁵⁾: | | | | | |
| | Parking Management | \$ 236,056 | \$ 198,000 | \$ 186,700 | \$ 186,700 |
| | Landscaping | 20,608 | 30,000 | 25,000 | 30,000 |
| | Pedestrian Safety | 116,019 | 121,510 | 123,000 | 132,653 |
| | Repairs - F&B | - | 40,000 | 33,026 | 40,000 |
| | | <u>\$ 372,683</u> | <u>\$ 389,510</u> | <u>\$ 367,726</u> | <u>\$ 389,353</u> |
| Administration/Other⁽⁶⁾: | | | | | |
| | Wages | \$ 86,482 | \$ 90,719 | \$ 85,517 | \$ 89,950 |
| | Benefits | 27,366 | 23,958 | 22,530 | 24,389 |
| | Accounting/Audit | 30,950 | 37,000 | 30,000 | 31,000 |
| | Legal Services | 20,407 | 35,000 | 25,000 | 30,000 |
| | DID Assessment | 38,398 | 60,000 | 39,000 | 60,000 ^(A) |
| | Consulting Services | 175,544 | 35,900 | 35,676 | 31,004 |
| | Insurance | 27,502 | 28,600 | 25,300 | 26,500 |
| | Marketing - CVB | 75,000 | 75,000 | 75,000 | 75,000 |
| | Marketing - Sports Commission | 25,000 | 25,000 | 25,000 | 50,000 |
| | Diversity Initiative | 62,078 | 100,000 | 75,000 | 125,000 |
| | Procurement of Art (ArtPrize) | 18,368 | 30,000 | 9,300 | 30,000 |
| | Other | 19,504 | 60,000 | 20,000 | 60,000 |
| | | <u>\$ 606,599</u> | <u>\$ 601,177</u> | <u>\$ 467,323</u> | <u>\$ 632,843</u> |

Notes:

^(A) Downtown Improvement District special assessment contribution from CAA based on benefit allocation formula.

⁽⁷⁾ Miscellaneous Revenue (FY 2012/2013/2014) includes a \$50,000 annual (5-year) amortization of a capital contribution from SMG under the terms of the new food and beverage agreement.

Table C
Grand Rapids-Kent County Convention/Arena Authority
Consolidated Income Statement
Fiscal Years Ending June 30, 2012-2014

| | | FY 2012 | FY 2013 | | FY 2014 |
|--|-----------------------|----------------------|----------------------|------------------------|------------------------------|
| | | <u>Actual</u> | <u>Budget</u> | <u>Estimate</u> | <u>Recommendation</u> |
| Operating Revenue: | | | | | |
| Event | - VanAndel Arena | \$ 773,593 | \$ 1,313,521 | \$ 1,282,488 | \$ 1,262,321 |
| | - DeVos Place | 2,648,220 | 2,650,740 | 2,901,503 | 2,918,040 |
| Ancillary | - VanAndel Arena | 1,231,912 | 1,134,935 | 1,461,127 | 1,231,195 |
| | - DeVos Place | 2,181,738 | 1,974,616 | 2,243,949 | 2,105,540 |
| Other | - VanAndel Arena | 2,518,376 | 2,549,440 | 2,609,166 | 2,529,950 |
| | - DeVos Place | 201,264 | 213,450 | 272,978 | 244,450 |
| | -Administration | 32,455 | 31,000 | 50,300 | 50,300 |
| Parking | - VanAndel Arena | 156,538 | 166,829 | 156,538 | 160,066 |
| | - DeVos Place | 942,119 | 950,000 | 912,000 | 912,000 |
| | | <u>10,686,215</u> | <u>10,984,531</u> | <u>11,890,049</u> | <u>11,413,862</u> |
| Operating Expense / Appropriations: | | | | | |
| Facility Operations | | | | | |
| | - VanAndel Arena | 3,470,372 | 3,818,869 | 3,768,125 | 3,848,986 |
| | - DeVos Place | 5,250,815 | 5,274,049 | 5,484,782 | 5,354,821 |
| | - Management | 325,000 | 334,750 | 330,524 | 335,482 |
| | - Incentive | - | - | 330,525 | 272,449 |
| | - Parking/Maintenance | 372,683 | 389,510 | 367,726 | 389,353 |
| Other Operating | | 443,332 | - | - | - |
| Administration/Other | | 606,599 | 601,177 | 452,323 | 632,843 |
| | | <u>10,468,801</u> | <u>10,418,355</u> | <u>10,734,005</u> | <u>10,833,934</u> |
| Operating Income | | 217,414 | 566,176 | 1,156,044 | 579,928 |
| Non-Operating Revenue: | | | | | |
| Interest/Capital Contribution | | 169,327 | 156,000 | 138,116 | 134,000 |
| Transfer (to) from Capital Acct. | | (218,898) | (1,903,000) | (999,739) | (3,329,000) |
| | | <u>(49,571)</u> | <u>(1,747,000)</u> | <u>(861,623)</u> | <u>(3,195,000)</u> |
| Net Income (Loss) | | 167,843 | (1,180,824) | 294,421 | (2,615,072) |
| Fund Balance, beg. of yr. | | <u>22,065,862</u> | <u>22,233,705</u> | <u>22,233,705</u> | <u>22,528,126</u> |
| Fund Balance, end of yr. | | <u>\$ 22,233,705</u> | <u>\$ 21,052,881</u> | <u>\$ 22,528,126</u> | <u>\$ 19,913,054</u> |

Table D
Grand Rapids-Kent County Convention/Arena Authority
Budget Summary by Facility/Other
FY 2014 Recommendation

| | FY 2012 | FY 2013 | | FY 2014 |
|--------------------------------------|----------------|----------------|-----------------|-----------------------|
| | Actual | Budget | Estimate | Recommendation |
| Van Andel Arena | | | | |
| Operating - Revenues | \$4,523,881 | \$4,997,896 | \$ 5,352,781 | \$ 5,023,466 |
| - Expenses - Facilities | (3,470,372) | (3,818,869) | (3,768,125) | (3,848,986) |
| - Base Management Fees | (162,500) | (167,375) | (165,262) | (167,741) |
| - Incentive Fee | - | - | (85,344) | (20,187) |
| Net Operating Income (Loss) | 891,009 | 1,011,652 | 1,334,050 | 986,552 |
| Parking | 156,538 | 166,829 | 156,538 | 160,066 |
| Pedestrian Safety | (71,864) | (76,970) | (77,000) | (87,767) |
| Net Proceeds (Cost) of VAA | 975,683 | 1,101,511 | 1,413,588 | 1,058,851 |
| DeVos Place Convention Center | | | | |
| Operating - Revenues | 5,031,222 | 4,838,806 | 5,418,430 | 5,268,030 |
| - Expenses - Facilities | (5,250,815) | (5,274,049) | (5,484,782) | (5,354,821) |
| - Base Management Fees | (162,501) | (167,375) | (165,263) | (167,741) |
| - Incentive Fee | - | - | (245,181) | (252,262) |
| Net Operating Loss | (382,093) | (602,618) | (476,796) | (506,794) |
| Parking | 706,064 | 752,000 | 725,300 | 725,300 |
| Pedestrian Safety | (44,155) | (44,540) | (46,000) | (44,886) |
| Net Proceeds (Cost) of DVP | 279,816 | 104,842 | 202,504 | 173,620 |
| Other | | | | |
| Revenues | | | | |
| Interest | 119,327 | 156,000 | 138,116 | 134,000 |
| Miscellaneous | 82,455 | 31,000 | 50,300 | 50,300 |
| | 201,782 | 187,000 | 188,416 | 184,300 |
| Expenses | | | | |
| Administration | (606,599) | (601,177) | (452,323) | (632,843) |
| Other Operating | (20,608) | (70,000) | (58,026) | (70,000) |
| | (627,207) | (671,177) | (510,349) | (702,843) |
| Net Other | (425,425) | (484,177) | (321,933) | (518,543) |
| Total Net Proceeds/Operating | 830,074 | 722,176 | 1,294,159 | 713,928 |
| Capital Expenditures | (662,230) | (1,903,000) | (999,739) | (3,329,000) |
| Results Net of Capital Expenditures | \$ 167,844 | \$ (1,180,824) | \$ 294,420 | \$ (2,615,072) |

DEVOS PLACE

DE VOS PLACE

**OPERATING BUDGET
FISCAL YEAR ENDING JUNE 30, 2014**

*****INCLUDES APRIL ROLLING FORECAST*****

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Harry Cann

Gary McAneney

John Szudzik

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

DeVos Place
Fiscal Year Ending June 30, 2014
Lead Income Statement

| | Prior Year FY 2013 Rolling Forecast | Variance More / (Less) | Percentage Change Increase (Decrease) |
|-------------------|--|---------------------------------|--|
| FY 2014 Budget | | | |

Event Income

Direct Event Income

| | | | | |
|---------------------------|-------------|-------------|----------|--------|
| Rental Income | 3,046,900 | 3,105,756 | (58,856) | -1.90% |
| Service Income | 2,192,440 | 2,220,146 | (27,706) | -1.25% |
| Service Expenses | (2,321,300) | (2,424,399) | 103,099 | -4.25% |
| Total Direct Event Income | 2,918,040 | 2,901,503 | 16,537 | 0.57% |

Ancillary Income

| | | | | |
|-------------------------|-----------|-----------|-----------|----------|
| F & B Concessions | 143,900 | 205,065 | (61,165) | -29.83% |
| F & B Catering | 650,250 | 628,279 | 21,971 | 3.50% |
| Novelty Sales | 12,000 | 9,827 | 2,173 | 22.11% |
| Booth Cleaning | 266,390 | 300,536 | (34,146) | -11.36% |
| Telephone/Long Distance | - | 3,400 | (3,400) | -100.00% |
| Electrical Services | 432,400 | 476,630 | (44,230) | -9.28% |
| Audio Visual | 346,500 | 341,667 | 4,833 | 1.41% |
| Internet Services | 95,500 | 107,242 | (11,742) | -10.95% |
| Equipment Rental | 158,600 | 171,303 | (12,703) | -7.42% |
| Total Ancillary Income | 2,105,540 | 2,243,949 | (138,409) | -6.17% |

Other Event Income

| | | | | |
|----------------------------|---------|---------|----------|---------|
| Ticket Rebates (Per Event) | 212,450 | 244,439 | (31,989) | -13.09% |
| Total Other Event Income | 212,450 | 244,439 | (31,989) | -13.09% |

Total Event Income

| | | | | |
|--|-----------|-----------|-----------|--------|
| | 5,236,030 | 5,389,891 | (153,861) | -2.85% |
|--|-----------|-----------|-----------|--------|

Other Operating Income

| | | | | |
|--|--------|--------|-------|--------|
| | 32,000 | 28,539 | 3,461 | 12.13% |
|--|--------|--------|-------|--------|

Adjusted Gross Income

| | | | | |
|--|-----------|-----------|-----------|--------|
| | 5,268,030 | 5,418,430 | (150,400) | -2.78% |
|--|-----------|-----------|-----------|--------|

Operating Expenses

| | | | | |
|---------------------------------|-------------|-------------|----------|--------|
| Employee Salaries and Wages | 3,107,303 | 3,020,730 | (86,573) | -2.87% |
| Benefits | 892,344 | 877,136 | (15,208) | -1.73% |
| Less: Event Labor Allocations | (1,774,439) | (1,696,456) | 77,983 | -4.60% |
| Net Employee Wages and Benefits | 2,225,208 | 2,201,410 | (23,798) | -1.08% |
| Contracted Services | 248,621 | 257,958 | 9,337 | 3.62% |
| General and Administrative | 337,323 | 348,336 | 11,013 | 3.16% |
| Operations | 117,250 | 123,329 | 6,079 | 4.93% |
| Repair & Maintenance | 499,741 | 580,464 | 80,723 | 13.91% |
| Supplies | 250,900 | 294,473 | 43,573 | 14.80% |
| Insurance | 194,978 | 204,209 | 9,231 | 4.52% |
| Utilities | 1,480,800 | 1,474,603 | (6,197) | -0.42% |
| SMG Management Fees | 167,741 | 165,262 | (2,479) | -1.50% |
| Total Operating Expenses | 5,522,562 | 5,650,044 | 127,482 | 2.26% |

Net Income (Loss) From Operations

| | | | | |
|--|-----------|-----------|----------|-------|
| | (254,532) | (231,614) | (22,918) | 9.89% |
|--|-----------|-----------|----------|-------|

Other Income (Expenses)

Net Income After Other Income (Expenses)

| | | | | |
|--|-----------|-----------|----------|-------|
| | (254,532) | (231,614) | (22,918) | 9.89% |
|--|-----------|-----------|----------|-------|

1

DeVos Place
Fiscal Year Ending June 30, 2014
Lead Income Statement

| | | Prior Year FY 2013 Rolling Forecast | Variance More / (Less) |
|------------------------------------|------------------|--|---------------------------------|
| | Total | | |
| Gross Services Billed | | | |
| Advertising | 33,886 | 34,314 | (428) |
| Changeover | 11,775 | 11,924 | (149) |
| Stagehands | 1,278,695 | 1,364,304 | (85,609) |
| Security | 257,314 | 231,627 | 25,687 |
| Ushers/Ticket Takers | 166,038 | 168,137 | (2,099) |
| Box Office - Labor | 21,128 | 21,395 | (267) |
| Box Office - Ticketing Services | 219,336 | 181,594 | 37,742 |
| Utilities | 11,125 | 11,265 | (140) |
| City/Police/Fire | 18,016 | 18,244 | (228) |
| EMT's | 38,798 | 39,288 | (490) |
| Cleaning | 38,031 | 38,511 | (480) |
| Insurance | 5,607 | 5,677 | (70) |
| Group Sales Commission | 2,143 | 2,171 | (28) |
| Telephone | 3,546 | 3,590 | (44) |
| Other Production | 87,005 | 88,104 | (1,099) |
| Total Services Billed | 2,192,440 | 2,220,146 | (27,702) |
| Gross Services Expense | | | |
| Advertising | 57,479 | 60,030 | (2,551) |
| Stagehands | 1,193,496 | 1,246,474 | (52,978) |
| Security | 345,209 | 360,533 | (15,324) |
| Ushers/Ticket Takers | 109,822 | 114,697 | (4,875) |
| Box Office - Labor | 26,874 | 28,067 | (1,193) |
| Box Office - Ticketing Services | 50,110 | 52,334 | (2,224) |
| City/Police/Fire | 12,549 | 13,107 | (558) |
| EMT's | 34,223 | 35,741 | (1,518) |
| Cleaning | 364,072 | 380,232 | (16,160) |
| Insurance | 4,819 | 5,033 | (214) |
| Group Sales Commission | 1,836 | 1,918 | (82) |
| Telephone | 697 | 729 | (32) |
| Other Production | 120,113 | 125,445 | (5,332) |
| Total Services Expense | 2,321,300 | 2,424,339 | (103,041) |
| Total Service Income (Loss) | (128,860) | (204,193) | 75,339 |

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Event Summary Report
For Fiscal Year Ending June 30, 2014

| Event Type | Events/Days | | Attendance | Rent | Service | Ancillary | Total | FY 2013 | Variance |
|------------------------|-------------|---------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | FY 2014 | FY 2013 | | | | | | | |
| Convention/Trade Shows | 120 | 136 | 120,000 | 1,140,000 | (120,000) | 954,750 | 1,974,750 | 2,074,360 | (99,610) |
| Consumer/Gated Shows | 53 | 51 | 135,000 | 771,000 | (12,000) | 329,000 | 1,088,000 | 1,106,859 | (18,859) |
| Banquets | 40 | 37 | 26,000 | 120,000 | (38,000) | 230,240 | 312,240 | 257,382 | 54,858 |
| Meetings | 110 | 96 | 38,500 | 264,000 | (44,000) | 332,750 | 552,750 | 584,224 | (31,474) |
| Other | 50 | 37 | 18,000 | 200,000 | (30,000) | 159,250 | 329,250 | 312,848 | 16,402 |
| Devos Performance Hall | 20 | 20 | 25,000 | 120,000 | 35,000 | 100,750 | 255,750 | 312,613 | (56,863) |
| Arts Groups | 114 | 108 | 135,600 | 431,900 | 80,140 | 211,250 | 723,290 | 741,605 | (18,315) |
| GRAND TOTALS | 507 | 485 | 498,100 | 3,046,900 | (128,860) | 2,317,990 | 5,236,030 | 5,389,891 | (153,861) |

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SMG - Van Andel Arena / DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Full Time Employee Summary & Allocation
Fiscal Year Ending June 30, 2014

| Position | F/Y 2013 | | | F/Y 2014 | | | Change |
|-----------------------------------|----------|-------|-------|----------|-------|-------|--------|
| | VAA | DVP | Total | VAA | DVP | Total | |
| General Manager | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Administrative Assistant | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Director of Finance | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Accounting Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Accounting Support | 1.50 | 1.50 | 3.00 | 1.50 | 1.50 | 3.00 | - |
| Box Office Manager | 0.80 | 0.20 | 1.00 | 0.80 | 0.20 | 1.00 | - |
| Assistant Box Office Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Premium Seat/Suite | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Box Office Support | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Director of Marketing | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Marketing Manager | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Marketing Support | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Group Sales Manager | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Assistant General Manager - Ops | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Director of Facilities | 0.33 | 0.67 | 1.00 | 0.33 | 0.67 | 1.00 | - |
| Maintenance Assistant | 0.33 | 0.67 | 1.00 | 0.33 | 0.67 | 1.00 | - |
| Maintenance Support | 4.00 | 6.00 | 10.00 | 4.00 | 6.00 | 10.00 | - |
| Operations Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Operations Support | 9.00 | 8.00 | 17.00 | 9.00 | 8.00 | 17.00 | - |
| MIS/IT | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Assistant General Manager - Sales | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Director of Sales | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Sales Manager | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Sales Support | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Director of Event Services | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Event Coordinators | 1.00 | 4.00 | 5.00 | 1.00 | 4.00 | 5.00 | - |
| House Manager | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Receptionist/Admin Support | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Total | 28.46 | 34.54 | 63.00 | 28.46 | 34.54 | 63.00 | - |

4 \$

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2014**

MANAGEMENT FEE SUMMARY

| | Arena Estimate | DeVos Place Estimate | Total Estimate | FY 2013 Forecast |
|----------------------------|-------------------|-------------------------|-------------------|---------------------|
| Net Revenue above Expenses | 1,006,739 | (254,532) | 752,207 | 1,187,780 |
| Benchmark++ | | | 750,000 | 750,000 |
| Excess | 1,006,739 | (254,532) | 2,207 | 437,780 |

Incentive Fee Calculation (Only if above greater than zero)

| | Arena Estimate | DeVos Place Estimate | Total Estimate | Total Estimate |
|--------------------------|-------------------|-------------------------|-------------------|-------------------|
| Base Fee | 167,741 | 167,741 | 335,482 | 330,525 |
| Incentive Fee | | | | |
| Revenue | 5,023,466 | 5,268,030 | 10,291,496 | 10,771,211 |
| Benchmark Revenue | 4,950,000 | 4,350,000 | 9,300,000 | 9,200,000 |
| Revenue Excess | 73,466 | 918,030 | 991,496 | 1,571,211 |
| Incentive Fee ** | - | - | 272,449 | 330,525 |
| Total SMG Management Fee | 167,741 | 167,741 | 607,931 | 661,050 |

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

++If net revenues above expenses exceeds \$700,000, SMG is eligible for 75% of the incentive fee

5



VAN ANDEL ARENA

**OPERATING BUDGET
FISCAL YEAR ENDING JUNE 30, 2014**

*****INCLUDES APRIL ROLLING FORECAST*****

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Harry Cann
Gary McAneney
John Szudzik
Richard MacKeigan
Chris Machuta



An SMG Managed Facility

Van Andel Arena
Fiscal Year Ending June 30, 2014
Lead Income Statement

| | FY 2014 Budget | Prior Year FY 2013 Rolling Forecast | Variance More / (Less) | Percentage Change Increase (Decrease) |
|--|-------------------|--|---------------------------------|--|
| Event Income | | | | |
| Direct Event Income | | | | |
| Rental Income | 1,794,603 | 1,930,934 | (136,331) | -7.06% |
| Service Income | 1,188,515 | 1,321,061 | (132,546) | -10.03% |
| Service Expenses | (1,720,797) | (1,969,507) | 248,710 | -12.63% |
| Total Direct Event Income | 1,262,321 | 1,282,488 | (20,167) | -1.57% |
| Ancillary Income | | | | |
| F & B Concessions | 1,069,475 | 1,238,860 | (169,385) | -13.67% |
| F & B Catering | 69,078 | 108,255 | (39,177) | -36.19% |
| Novelty Sales | 92,642 | 113,497 | (20,855) | -18.37% |
| Booth Cleaning | - | 1,282 | (1,282) | |
| Other Ancillary | - | (767) | 767 | -100.00% |
| Total Ancillary Income | 1,231,195 | 1,461,127 | (229,932) | -15.74% |
| Other Event Income | | | | |
| Ticket Rebates (Per Event) | 465,500 | 521,385 | (55,885) | -10.72% |
| Total Other Event Income | 465,500 | 521,385 | (55,885) | -10.72% |
| Total Event Income | 2,959,016 | 3,265,000 | (305,984) | -9.37% |
| Other Operating Income | 2,064,450 | 2,087,781 | (23,331) | -1.12% |
| Adjusted Gross Income | 5,023,466 | 5,352,781 | (329,315) | -6.15% |
| Operating Expenses | | | | |
| Employee Salaries and Wages | 2,031,822 | 2,014,721 | (17,101) | -0.85% |
| Benefits | 570,424 | 563,681 | (6,743) | -1.20% |
| Less: Event Labor Allocations | (845,800) | (885,000) | (39,200) | 4.43% |
| Net Employee Wages and Benefits | 1,756,446 | 1,693,402 | (63,044) | -3.72% |
| Contracted Services | 251,141 | 232,486 | (18,655) | -8.02% |
| General and Administrative | 270,420 | 259,704 | (10,716) | -4.13% |
| Operations | 81,604 | 85,138 | 3,534 | 4.15% |
| Repair & Maintenance | 256,998 | 251,336 | (5,662) | -2.25% |
| Supplies | 185,000 | 205,488 | 20,488 | 9.97% |
| Insurance | 123,017 | 142,051 | 19,034 | 13.40% |
| Utilities | 924,360 | 898,520 | (25,840) | -2.88% |
| SMG Management Fees | 167,741 | 165,262 | (2,479) | -1.50% |
| Total Operating Expenses | 4,016,727 | 3,933,387 | (83,340) | -2.12% |
| Net Income (Loss) From Operations | 1,006,739 | 1,419,394 | (412,655) | -29.07% |
| Other Income (Expenses) | - | - | - | |
| Net Income After Other Income (Expenses) | 1,006,739 | 1,419,394 | (412,655) | -29.07% |

/

Van Andel Arena
Fiscal Year Ending June 30, 2014
Summary of Service Income

| | | Prior Year FY 2013 Rolling Forecast | Variance More / (Less) |
|---------------------------------|-----------|--|---------------------------------|
| | Total | | |
| Gross Services Billed | | | |
| Advertising | 309,320 | 343,816 | (34,496) |
| Labor | 10,016 | 11,133 | (1,117) |
| Changeover | 69,772 | 77,553 | (7,781) |
| Stagehands | 373,605 | 415,270 | (41,665) |
| Security | 57,457 | 63,865 | (6,408) |
| Ushers/Ticket Takers | 50,432 | 56,056 | (5,624) |
| Box Office - Labor | 4,190 | 4,657 | (467) |
| Box Office - Ticket Service | 59,465 | 66,097 | (6,632) |
| City/Police/Fire | 5,780 | 6,425 | (645) |
| EMT's | 8,905 | 9,898 | (993) |
| Cleaning | 52,996 | 58,906 | (5,910) |
| Group Sales Commission | 15,175 | 16,867 | (1,692) |
| Telephone | 9,053 | 10,062 | (1,009) |
| Other Production | 162,350 | 180,455 | (18,105) |
| Total Service Income Billed | 1,188,515 | 1,321,061 | (132,544) |
| Gross Services Expense | | | |
| Advertising | 320,519 | 366,844 | (46,325) |
| Labor | 7,737 | 8,855 | (1,118) |
| Contracted Changeover | 121,070 | 138,569 | (17,499) |
| Stagehands | 378,139 | 432,792 | (54,653) |
| Contracted Security | 149,553 | 171,169 | (21,616) |
| Contracted Ushers/Ticket Takers | 134,003 | 153,371 | (19,368) |
| Box Office Labor | 3,044 | 3,484 | (440) |
| Contracted Ticketing Service | 51,291 | 58,705 | (7,414) |
| City/Police/Fire | 12,687 | 14,521 | (1,834) |
| Contracted EMT's | 18,352 | 21,004 | (2,652) |
| Contracted Cleaning | 127,338 | 145,742 | (18,404) |
| Group Sales Commission | 5,968 | 6,830 | (862) |
| Allocated Telephone | 2,576 | 2,948 | (372) |
| Other Production Expense | 388,521 | 444,674 | (56,153) |
| Total Services Expense | 1,720,797 | 1,969,507 | (248,710) |
| Total Service Income (Loss) | (532,282) | (648,446) | 116,166 |

SMG Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary Report
For Fiscal Year Ending June 30, 2014

| Event Type | Events/Days | | Attendance | Rent | Service | Ancillary | Total | FY 2013 | Variance |
|--------------|-------------|---------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | FY 2014 | FY 2013 | | | | | | | |
| Family Shows | 20 | 20 | 57,500 | 207,800 | (135,331) | 106,806 | 179,275 | 286,384 | (107,109) |
| Sports | 13 | 11 | 57,000 | 350,400 | (177,921) | 205,936 | 378,415 | 211,307 | 167,108 |
| Concerts | 21 | 19 | 181,500 | 816,503 | 55,800 | 936,263 | 1,808,566 | 1,782,637 | 25,929 |
| Griffins | 38 | 39 | 224,200 | 391,400 | (290,130) | 445,968 | 547,238 | 647,587 | (100,349) |
| Other | 4 | 19 | 23,000 | 28,500 | 15,300 | 1,722 | 45,522 | 337,083 | (291,561) |
| GRAND TOTALS | 96 | 108 | 543,200 | 1,794,603 | (532,282) | 1,696,695 | 2,959,016 | 3,265,000 | (305,982) |

3

SMG - Van Andel Arena / DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Full Time Employee Summary & Allocation
Fiscal Year Ending June 30, 2014

| Position | F/Y 2013 | | | F/Y 2014 | | | Change |
|-----------------------------------|----------|-------|-------|----------|-------|-------|--------|
| | VAA | DVP | Total | VAA | DVP | Total | |
| General Manager | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Administrative Assistant | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Director of Finance | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Accounting Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Accounting Support | 1.50 | 1.50 | 3.00 | 1.50 | 1.50 | 3.00 | - |
| Box Office Manager | 0.80 | 0.20 | 1.00 | 0.80 | 0.20 | 1.00 | - |
| Assistant Box Office Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Premium Seat/Suite | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Box Office Support | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Director of Marketing | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Marketing Manager | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Marketing Support | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Group Sales Manager | 1.00 | - | 1.00 | 1.00 | - | 1.00 | - |
| Assistant General Manager - Ops | 0.50 | 0.50 | 1.00 | 0.50 | 0.50 | 1.00 | - |
| Director of Facilities | 0.33 | 0.67 | 1.00 | 0.33 | 0.67 | 1.00 | - |
| Maintenance Assistant | 0.33 | 0.67 | 1.00 | 0.33 | 0.67 | 1.00 | - |
| Maintenance Support | 4.00 | 6.00 | 10.00 | 4.00 | 6.00 | 10.00 | - |
| Operations Manager | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Operations Support | 9.00 | 8.00 | 17.00 | 9.00 | 8.00 | 17.00 | - |
| MIS/IT | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Assistant General Manager - Sales | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Director of Sales | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Sales Manager | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Sales Support | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Director of Event Services | - | 1.00 | 1.00 | - | 1.00 | 1.00 | - |
| Event Coordinators | 1.00 | 4.00 | 5.00 | 1.00 | 4.00 | 5.00 | - |
| House Manager | | 1.00 | 1.00 | | 1.00 | 1.00 | - |
| Receptionist/Admin Support | 1.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | - |
| Total | 28.46 | 34.54 | 63.00 | 28.46 | 34.54 | 63.00 | - |

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2014**

MANAGEMENT FEE SUMMARY

| | Arena Estimate | DeVos Place Estimate | Total Estimate | FY 2013 Forecast |
|----------------------------|-------------------|-------------------------|-------------------|---------------------|
| Net Revenue above Expenses | 1,006,739 | (254,532) | 752,207 | 1,187,780 |
| Benchmark++ | | | 750,000 | 750,000 |
| Excess | 1,006,739 | (254,532) | 2,207 | 437,780 |

Incentive Fee Calculation (Only if above greater than zero)

| | Arena Estimate | DeVos Place Estimate | Total Estimate | Total Estimate |
|--------------------------|-------------------|-------------------------|-------------------|-------------------|
| Base Fee | 167,741 | 167,741 | 335,482 | 330,525 |
| Incentive Fee | | | | |
| Revenue | 5,023,466 | 5,268,030 | 10,291,496 | 10,771,211 |
| Benchmark Revenue | 4,950,000 | 4,350,000 | 9,300,000 | 9,200,000 |
| Revenue Excess | 73,466 | 918,030 | 991,496 | 1,571,211 |
| Incentive Fee ** | - | - | 272,449 | 330,525 |
| Total SMG Management Fee | 167,741 | 167,741 | 607,931 | 661,050 |

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

++If net revenues above expenses exceeds \$700,000, SMG is eligible for 75% of the incentive fee

5



June 3, 2013

TO: CAA Operations Committee
CAA Finance Committee
CAA Board

THROUGH: Rich MacKeigan, Regional General Manager
DeVos Place/Van Andel Arena

FROM: 
Eddie Tadlock, Assistant General Manager, DeVos Place

RE: Rental Rates, DeVos Place

Convention
Arena
Authority

Steve Heacock,
Chairperson
Lew Chamberlin
Hon. George K. Heartwell
Birgit M. Klohs
Charlie Secchia
Floyd Wilson, Jr.
Richard A. Winn

I would like to take this opportunity to present SMG's recommendations for Room Rental Rates for DeVos Place, effective FY July 2014 through FY June 2018. SMG has established a 5 year rate card for DeVos Place to provide potential clients the option to secure rental rates in outlying years, and in some instances multiple years. Historically, while rental rates at DeVos Place have not increased more than 3.25% each year over the past few years (averaging between 2.75% - 3%); our rates continue to hover in the mid-range on the regional average. Our current pricing schedules reflect current economic assumptions in the regional market place and knowledge of rental rates of comparable venues of similar size in the area.

We consider our current five year rate card to be a key marketing element for the facility. Given the flexibility to negotiate rental rates with clients (limited to an increase or reduction no greater than 20% of the approved rates) current rates afford us continued opportunities to be competitive in the bidding process for Regional and National Conventions. By keeping our current 5 year rental rate card, we position ourselves appropriately to deliver the most value for the quality of product we serve.

Within the current structure of the rental rate cards approved by the CAA last fiscal year, SMG is committed to providing the best services required in the marketing of the facilities.

Attachments: Rental Rate Schedules FY's, 2014, 2015, 2016, 2017 *2018

*Seeking Approval



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



ROOM RENTAL RATES

FY 2014 (July 1, 2013 – June 30, 2014)

| ROOM | PERFORM | ARTS GROUPS | CONVENTION | CONSUMER | ONE DAY MEETING | BANQUET |
|--|--------------------|--|----------------------------------|----------------------------------|-----------------|----------|
| DeVos Hall (Sun – Thurs) | \$3,000 vs 12% | \$3,000/1 st Performance \$1,500/2 nd Performance | N/A | N/A | \$3,500 | N/A |
| DeVos Hall (Fri-Sat) | \$3,500 vs 12% | \$3,500/1 st Performance \$1,750/2 nd Performance | N/A | N/A | \$4,000 | N/A |
| Hall A-C | \$19,500 vs 12% | N/A | \$16,125 or \$.25 net sq. ft. | \$19,500 or \$.29 net sq. ft. | \$19,500 | \$10,050 |
| Hall A-B or B-C | \$13,000 vs 12% | N/A | \$10,750 or \$.25 net sq. ft. | \$13,000 or \$.29 net sq. ft. | \$13,000 | \$6,700 |
| Hall A, B, Or C | \$6,500 vs 12% | N/A | \$5,375 or \$.25 net sq. ft. | \$6,500 or \$.29 net sq. ft. | \$6,500 | \$3,350 |
| Meeting Rooms Grand Gallery 1 st or 2 nd | \$1,450 vs 12% | N/A | \$1,200 or \$.25 net sq. ft. | \$1,450 or \$.29 net sq. ft. | \$1,450 | \$1,025 |
| Meeting Rooms Grand Gallery Individual | \$500 vs 12% | N/A | \$500 or \$.25 net sq. ft. | \$500 or \$.29 net sq. ft. | \$500 | \$500 |
| Ballroom | \$5,750 vs 12% | N/A | \$4,750 or \$.25 net sq. ft. | \$5,750 or \$.29 net sq. ft. | \$5,750 | \$3,400 |
| Ballroom A,B,C-D | \$2,000 vs 12% | N/A | \$1,900 or \$.25 net sq. ft. | \$2,000 or \$.29 net sq. ft. | \$2,000 | \$1,550 |
| Ballroom C or D | \$1,150 vs 12% | N/A | \$1,100 or \$.25 net sq. ft. | \$1,150 or \$.29 net sq. ft. | \$1,150 | \$1,050 |
| River Overlook Meeting Rooms | \$500 vs 12% | N/A | \$500 per day | \$500 per day | \$500 | \$500 |
| Board Room | N/A | N/A | \$550 per day | \$550 per day | \$550 | \$550 |
| Monroe Meeting Rooms A-D | \$1,050 vs 12% | N/A | \$1,000 per day | \$1,050 per day | \$1,050 | \$1,000 |
| Monroe Meeting Room B, C, or D | N/A | N/A | \$400 per day | \$400 per day | \$400 | \$400 |
| Recital Hall or Monroe Meeting Room A | \$750 vs 12% | N/A | \$750 per day | \$750 per day | \$750 | \$750 |

As managers of DeVos Place, SMG has the right to negotiate rental rates with clients, but agrees that such negotiations will be limited to an increase or reduction no greater than 20% of approved rental rates. These fluctuations may be considered if it became the shared position of affected area businesses that mutual special consideration is necessary to attract the business. SMG also has the right to negotiate rates for labor and equipment in accordance with industry standards, including charging for items which may not be included on this rental rate sheet.

ROOM RENTAL RATES

FY 2015 (July 1, 2014 – June 30, 2015)

| ROOM | PERFORM | ARTS GROUPS | CONVENTION | CONSUMER | ONE DAY MEETING | BANQUET |
|--|--------------------|--|----------------------------------|----------------------------------|-----------------|----------|
| DeVos Hall (Sun – Thurs) | \$3,100 vs 12% | \$3,100/1 st Performance \$1,550/2 nd Performance | N/A | N/A | \$3,600 | N/A |
| DeVos Hall (Fri-Sat) | \$3,600 vs 12% | \$3,600/1 st Performance \$1,800/2 nd Performance | N/A | N/A | \$4,100 | N/A |
| Hall A-C | \$20,025 vs 12% | N/A | \$16,650 or \$.25 net sq. ft. | \$20,025 or \$.29 net sq. ft. | \$20,025 | \$10,350 |
| Hall A-B or B-C | \$13,350 vs 12% | N/A | \$11,100 or \$.25 net sq. ft. | \$13,350 or \$.29 net sq. ft. | \$13,350 | \$6,900 |
| Hall A, B, Or C | \$6,675 vs 12% | N/A | \$5,550 or \$.25 net sq. ft. | \$6,675 or \$.29 net sq. ft. | \$6,675 | \$3,450 |
| Meeting Rooms Grand Gallery 1 st or 2 nd | \$1,500 vs 12% | N/A | \$1,250 or \$.25 net sq. ft. | \$1,500 or \$.29 net sq. ft. | \$1,500 | \$1,050 |
| Meeting Rooms Grand Gallery Individual | \$525 vs 12% | N/A | \$525 or \$.25 net sq. ft. | \$525 or \$.29 net sq. ft. | \$525 | \$525 |
| Ballroom | \$5,900 vs 12% | N/A | \$4,900 or \$.25 net sq. ft. | \$5,900 or \$.29 net sq. ft. | \$5,900 | \$3,500 |
| Ballroom A,B,C-D | \$2,050 vs 12% | N/A | \$1,950 or \$.25 net sq. ft. | \$2,050 or \$.29 net sq. ft. | \$2,050 | \$1,600 |
| Ballroom C or D | \$1,200 vs 12% | N/A | \$1,150 or \$.25 net sq. ft. | \$1,200 or \$.29 net sq. ft. | \$1,200 | \$1,100 |
| River Overlook Meeting Rooms | \$525 vs 12% | N/A | \$525 per day | \$525 per day | \$525 | \$525 |
| Board Room | N/A | N/A | \$575 per day | \$575 per day | \$575 | \$575 |
| Monroe Meeting Rooms A-D | \$1,100 vs 12% | N/A | \$1,050 per day | \$1,100 per day | \$1,100 | \$1,050 |
| Monroe Meeting Room B, C, or D | N/A | N/A | \$425 per day | \$425 per day | \$425 | \$425 |
| Recital Hall or Monroe Meeting Room A | \$775 vs 12% | N/A | \$775 per day | \$775 per day | \$775 | \$775 |

As managers of DeVos Place, SMG has the right to negotiate rental rates with clients, but agrees that such negotiations will be limited to an increase or reduction no greater than 20% of approved rental rates. These fluctuations may be considered if it became the shared position of affected area businesses that mutual special consideration is necessary to attract the business. SMG also has the right to negotiate rates for labor and equipment in accordance with industry standards, including charging for items which may not be included on this rental rate sheet.

ROOM RENTAL RATES

FY 2016 (July 1, 2015 – June 30, 2016)

| ROOM | PERFORM | ARTS GROUPS | CONVENTION | CONSUMER | ONE DAY MEETING | BANQUET |
|--|--------------------|--|----------------------------------|----------------------------------|-----------------|----------|
| DeVos Hall (Sun – Thurs) | \$3,200 vs 12% | \$3,200/1 st Performance \$1,600/2 nd Performance | N/A | N/A | \$3,700 | N/A |
| DeVos Hall (Fri-Sat) | \$3,700 vs 12% | \$3,700/1 st Performance \$1,850/2 nd Performance | N/A | N/A | \$4,200 | N/A |
| Hall A-C | \$20,550 vs 12% | N/A | \$17,175 or \$.25 net sq. ft. | \$20,550 or \$.29 net sq. ft. | \$20,550 | \$10,650 |
| Hall A-B or B-C | \$13,700 vs 12% | N/A | \$11,450 or \$.25 net sq. ft. | \$13,700 or \$.29 net sq. ft. | \$13,700 | \$7,100 |
| Hall A, B, Or C | \$6,850 vs 12% | N/A | \$5,725 or \$.25 net sq. ft. | \$6,850 or \$.29 net sq. ft. | \$6,850 | \$3,550 |
| Meeting Rooms Grand Gallery 1 st or 2 nd | \$1,550 vs 12% | N/A | \$1,300 or \$.25 net sq. ft. | \$1,550 or \$.29 net sq. ft. | \$1,550 | \$1,075 |
| Meeting Rooms Grand Gallery Individual | \$550 vs 12% | N/A | \$550 or \$.25 net sq. ft. | \$550 or \$.29 net sq. ft. | \$550 | \$550 |
| Ballroom | \$6,050 vs 12% | N/A | \$5,050 or \$.25 net sq. ft. | \$6,050 or \$.29 net sq. ft. | \$6,050 | \$3,600 |
| Ballroom A,B,C-D | \$2,100 vs 12% | N/A | \$2,000 or \$.25 net sq. ft. | \$2,100 or \$.29 net sq. ft. | \$2,100 | \$1,650 |
| Ballroom C or D | \$1,250 vs 12% | N/A | \$1,200 or \$.25 net sq. ft. | \$1,250 or \$.29 net sq. ft. | \$1,250 | \$1,150 |
| River Overlook Meeting Rooms | \$550 vs 12% | N/A | \$550 per day | \$550 per day | \$550 | \$550 |
| Board Room | N/A | N/A | \$600 per day | \$600 per day | \$600 | \$600 |
| Monroe Meeting Rooms A-D | \$1,150 vs 12% | N/A | \$1,100 per day | \$1,150 per day | \$1,150 | \$1,100 |
| Monroe Meeting Room B, C, or D | N/A | N/A | \$450 per day | \$450 per day | \$450 | \$450 |
| Recital Hall or Monroe Meeting Room A | \$825 vs 12% | N/A | \$825 per day | \$825 per day | \$825 | \$825 |

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ROOM RENTAL RATES

FY 2017 (July 1, 2016 – June 30, 2017)

| ROOM | PERFORM | ARTS GROUPS | CONVENTION | CONSUMER | ONE DAY MEETING | BANQUET |
|--|--------------------|--|----------------------------------|----------------------------------|-----------------|----------|
| DeVos Hall (Sun – Thurs) | \$3,300 vs 12% | \$3,300/1 st Performance \$1,650/2 nd Performance | N/A | N/A | \$3,800 | N/A |
| DeVos Hall (Fri-Sat) | \$3,800 vs 12% | \$3,800/1 st Performance \$1,900/2 nd Performance | N/A | N/A | \$4,300 | N/A |
| Hall A-C | \$21,075 vs 12% | N/A | \$17,700 or \$.25 net sq. ft. | \$21,075 or \$.29 net sq. ft. | \$21,075 | \$10,950 |
| Hall A-B or B-C | \$14,050 vs 12% | N/A | \$11,800 or \$.25 net sq. ft. | \$14,050 or \$.29 net sq. ft. | \$14,050 | \$7,300 |
| Hall A, B, Or C | \$7,025 vs 12% | N/A | \$5,900 or \$.25 net sq. ft. | \$7,025 or \$.29 net sq. ft. | \$7,025 | \$3,650 |
| Meeting Rooms Grand Gallery 1 st or 2 nd | \$1,600 vs 12% | N/A | \$1,350 or \$.25 net sq. ft. | \$1,600 or \$.29 net sq. ft. | \$1,600 | \$1,100 |
| Meeting Rooms Grand Gallery Individual | \$575 vs 12% | N/A | \$575 or \$.25 net sq. ft. | \$575 or \$.29 net sq. ft. | \$575 | \$575 |
| Ballroom | \$6,200 vs 12% | N/A | \$5,200 or \$.25 net sq. ft. | \$6,200 or \$.29 net sq. ft. | \$6,200 | \$3,700 |
| Ballroom A,B,C-D | \$2,150 vs 12% | N/A | \$2,050 or \$.25 net sq. ft. | \$2,150 or \$.29 net sq. ft. | \$2,150 | \$1,700 |
| Ballroom C or D | \$1,300 vs 12% | N/A | \$1,250 or \$.25 net sq. ft. | \$1,300 or \$.29 net sq. ft. | \$1,300 | \$1,200 |
| River Overlook Meeting Rooms | \$575 vs 12% | N/A | \$575 per day | \$575 per day | \$575 | \$575 |
| Board Room | N/A | N/A | \$625 per day | \$625 per day | \$625 | \$625 |
| Monroe Meeting Rooms A-D | \$1,200 vs 12% | N/A | \$1,150 per day | \$1,200 per day | \$1,200 | \$1,150 |
| Monroe Meeting Room B, C, or D | N/A | N/A | \$475 per day | \$475 per day | \$475 | \$475 |
| Recital Hall or Monroe Meeting Room A | \$850 vs 12% | N/A | \$850 per day | \$850 per day | \$850 | \$850 |

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ROOM RENTAL RATES

FY 2018 (July 1, 2017 – June 30, 2018)

| ROOM | PERFORM | ARTS GROUPS | CONVENTION | CONSUMER | ONE DAY MEETING | BANQUET |
|--|--------------------|--|----------------------------------|----------------------------------|-----------------|----------|
| DeVos Hall (Sun – Thurs) | \$3,400 vs 12% | \$3,400/1 st Performance \$1,700/2 nd Performance | N/A | N/A | \$3,900 | N/A |
| DeVos Hall (Fri-Sat) | \$3,900 vs 12% | \$3,900/1 st Performance \$1,950/2 nd Performance | N/A | N/A | \$4,400 | N/A |
| Hall A-C | \$21,600 vs 12% | N/A | \$18,225 or \$.25 net sq. ft. | \$21,600 or \$.29 net sq. ft. | \$21,600 | \$11,250 |
| Hall A-B or B-C | \$14,400 vs 12% | N/A | \$12,150 or \$.25 net sq. ft. | \$14,400 or \$.29 net sq. ft. | \$14,400 | \$7,500 |
| Hall A, B, Or C | \$7,200 vs 12% | N/A | \$6,075 or \$.25 net sq. ft. | \$7,200 or \$.29 net sq. ft. | \$7,200 | \$3,750 |
| Meeting Rooms Grand Gallery 1 st or 2 nd | \$1,650 vs 12% | N/A | \$1,400 or \$.25 net sq. ft. | \$1,650 or \$.29 net sq. ft. | \$1,650 | \$1,125 |
| Meeting Rooms Grand Gallery Individual | \$600 vs 12% | N/A | \$600 or \$.25 net sq. ft. | \$600 or \$.29 net sq. ft. | \$600 | \$600 |
| Ballroom | \$6,350 vs 12% | N/A | \$5,350 or \$.25 net sq. ft. | \$6,350 or \$.29 net sq. ft. | \$6,350 | \$3,800 |
| Ballroom A,B,C-D | \$2,200 vs 12% | N/A | \$2,100 or \$.25 net sq. ft. | \$2,200 or \$.29 net sq. ft. | \$2,200 | \$1,750 |
| Ballroom C or D | \$1,350 vs 12% | N/A | \$1,300 or \$.25 net sq. ft. | \$1,350 or \$.29 net sq. ft. | \$1,350 | \$1,250 |
| River Overlook Meeting Rooms | \$600 vs 12% | N/A | \$600 per day | \$600 per day | \$600 | \$600 |
| Board Room | N/A | N/A | \$650 per day | \$625 per day | \$650 | \$650 |
| Monroe Meeting Rooms A-D | \$1,250 vs 12% | N/A | \$1,200 per day | \$1,250 per day | \$1,250 | \$1,200 |
| Monroe Meeting Room B, C, or D | N/A | N/A | \$500 per day | \$500 per day | \$500 | \$500 |
| Recital Hall or Monroe Meeting Room A | \$900 vs 12% | N/A | \$900 per day | \$900 per day | \$900 | \$900 |

As managers of DeVos Place, SMG has the right to negotiate rental rates with clients, but agrees that such negotiations will be limited to an increase or reduction no greater than 20% of approved rental rates. These fluctuations may be considered if it became the shared position of affected area businesses that mutual special consideration is necessary to attract the business. SMG also has the right to negotiate rates for labor and equipment in accordance with industry standards, including charging for items which may not be included on this rental rate sheet.

| DATE '13 | EVENT | EC | MOD | ROOM | TIME | FUNCTION |
|--------------|--------------------------------|----|-------|-------------------------------|----------------|-------------------------------------|
| Wed, May 29 | Available | | | | | |
| Thur, May 30 | Available | | | | | |
| Fri, May 31 | Available | | | | | |
| Sat, Jun 1 | Justin Walburg | LD | | Banquet All | 3P-12A | Wedding reception |
| Sun, Jun 2 | Available | | | | | |
| Mon, Jun 3 | Available | | | | | |
| Tue, Jun 4 | Griffins vs Oklahoma City | BF | TODD | | 7:00 PM | Playoff game I |
| Wed, Jun 5 | Griffins vs Oklahoma City | BF | EDDIE | | 7:00 PM | Playoff game J (if needed) |
| | 5/3 Bank | LD | | 5/3 Bank Vault | 8A-3:30P | Meeting |
| Thur, Jun 6 | 5/3 Bank | LD | | 5/3 Bank Vault | 8A-3:30P | Meeting |
| Fri, Jun 7 | Available | | | | | |
| Sat, Jun 8 | Available | | | | | |
| Sun, Jun 9 | SMG Full-time Staff | LI | | Craig's Cruisers Pizza Pit | 1P-3P 3P-4P | Fun and games Buffet/Door prizes |
| Mon, Jun 10 | Available | | | | | |
| Tue, Jun 11 | Available | | | | | |
| Wed, Jun 12 | Available | | | | | |
| Thur, Jun 13 | Available | | | | | |
| Fri, Jun 14 | Available | | | | | |
| Sat, Jun 15 | Available | | | | | |
| Sun, Jun 16 | Available | | | | | |
| Mon, Jun 17 | WWE Monday Night Raw | BF | KATHY | Arena | 7:30 PM | Performance |
| Tue, Jun 18 | Available | | | | | |
| Wed, Jun 19 | Available | | | | | |
| Thur, Jun 20 | 5/3 Bank | LD | | 5/3 Bank Vault | 8A-3:30P | Meeting |
| Fri, Jun 21 | Bachata & Salsa Dance Festival | BF | LYNNE | Arena | 9:00 PM | Performance |
| Sat, Jun 22 | Available | | | | | |
| Sun, Jun 23 | Available | | | | | |
| Mon, Jun 24 | Available | | | | | |
| Tue, Jun 25 | Available | | | | | |
| Wed, Jun 26 | Available | | | | | |
| Thur, Jun 27 | Available | | | | | |
| Fri, Jun 28 | Available | | | | | |
| Sat, Jun 29 | Available | | | | | |
| Sun, Jun 30 | Rush | BF | CHRIS | Arena | 7:30 PM | Performance |

DEVOSPLACE

REVISED WEEKLY - 2013

| DATE | EVENT NAME | ROOMS IN USE | TIME | DETAILS | EC | EST. ATTEND. |
|--------------|---|---|---|--|----|--------------|
| SAT. JUNE 1 | 2013 MJVBA State Championships | EH A-C, Ballrooms A-D, Grand Gallery A-F, Grand Gallery, Patio, Exhibit Hall Show Offices A-C | 5:30AM 7:00AM 8:00AM - 10:00PM 10:00PM | Client Arrival Doors Open to the public Event MJVBA Staff Departs | CJ | 6000 |
| | Bill Maher | DeVos Performance Hall DeVos Performance Hall | 4:00pm - 7:00pm 6:30pm 7:00pm 7:30pm 8:00pm - 9:30pm | Move In/Soundcheck Outside Doors Open Lobby Open Seating Open Performance | AK | |
| SUN. JUNE 2 | 2013 MJVBA State Championships | EH A-C, Ballrooms A-D, Grand Gallery A-F, Grand Gallery, Patio, Exhibit Hall Show Offices A-C | 5:30AM 7:00AM 8:00AM - 7:00PM 4:00PM - to complete 5:00PM - to complete | Client Arrival Doors Open to the public Event Ballroom Court break down Exhibit Hall Court break down | CJ | 6000 |
| MON. JUNE 3 | Grand Valley State University Enrichment Dinner | Lyon Street Loading Docks | TBD | BBJ linens delivered | JD | |
| TUES. JUNE 4 | Grand Valley State University Enrichment Dinner | Ballroom A-D Ballroom A-D Grand Gallery Lyon Dock Ballroom A-D Ballroom A-D Ballroom A-D Ballroom A-D | 8:00 8:00am-6:00pm 11:00am 11:00 am 3:00pm 4:00pm 6:00pm 8:00pm | Client Arrival Production Load In Grand Gallery Production Load In Florist Arrival Stages Put in Place Piano Placed on East Ballroom Stage Tables Set Client Departure | JD | 1600 |
| | Kendall Electric Demo Day | RO Pre-Function RO Pre-Function | 8:00am-8:00pm 8:00am-12:00am | Load in Client setup | CJ | |
| WED. JUNE 5 | Grand Valley State University Enrichment Dinner | Ballroom A-D Ballroom A-D Ballroom A-D Ballroom A-D Ballroom A-D Ballroom A-D Grand Gallery CD Grand Gallery Ballroom A-D Business Center Ballroom A-D Grand Gallery Ballroom A-D Grand Gallery Grand Gallery Ballroom A-D | 8:00am 8:00am 8:30am-11:00am 8:30am 10:00am 11:30pm 12:45 pm- 5:30 pm 4:30 pm 5:00pm 5:15pm 5:30pm 6:00pm 6:40pm 7:00pm-7:40pm | Client Arrival Production Arrival GVSU Staff to place linen on tables Florist Arrival Pianos Tuned Crew Break for Lunch Rehearsals and Sound Checks Crew Meal Available Security Meeting with GVSU, DK, & EC Early Guests Begin to Arrive Photo Op Honorees Arrive Reception Ballroom Doors Open Dinner Bell Rings Bars Close Pre-Dinner Program | JD | 1600 |

EH A-C = Exhibit Halls A-C

BALL A-D = Ballroom A-D

GG A-F = Grand Gallery Meeting Rooms A-F

RO A-F = River Overlook A-F

GGO A-H = Overlook Meeting Rooms A-H

MON A-D = Monroe Meeting Rooms

DYPH = DeVos Performance Hall

DEVOSPLACE

REVISED WEEKLY - 2013

| | | | | | | |
|---------------|---|--|--|---|----------|-----------|
| | | Ballroom A-D Ballroom A-D Grand Gallery Ballroom A-D Lyon Dock Grand Gallery Ballroom A-D | 7:40pm-8:35pm 8:35pm-9:30pm 9:30pm-11:00pm 10:00pm 10:00 pm 11:00pm 12:00am | Dinner Served Program After Glow Grand Finale Dessert Reception Production Load Out Florist to pick up center pieces Grand Gallery Production Load Out Client Departure | | |
| | Kendall Electric Demo Day | RO Pre-Function RO Pre-Function RO A - F/Chase RO Pre-Function RO A- F/Chase RO Pre-Function | 7:00am 8:00am 8:00am-10:00am 9:00am-11:50am 12:00pm-1:00pm 1:00pm-4:00pm 4:00pm 4:00pm-7:00pm | Client Arrival Check in begins Breakfast Breakouts Lunch Breakouts Event Concludes Load out | CJ | 150 - 200 |
| THURS. JUNE 6 | Grand Valley State University Enrichment Dinner | Grand Gallery A | am | Client to pick up items | JD | |
| FRI. JUNE 7 | Daniel Tosh - "The June Gloom Tour" | DeVos Performance Hall | 8:00AM-11:59PM | PERFORMANCE | AK | |
| SAT. JUNE 8 | Zumbathon 2013 | Ballroom A-D/Secchia Lobby Ballrooms A-D/Secchia Ballroom A-D/Secchia Lobby Ballroom A-D/Secchia Lobby SECCHIA LOBBY | 10:00 am 10:00 am- 4:30 pm 4:30 pm 5:30 pm- 8:00 pm 8:30 pm- 12:00 am 12:00 am | Client Arrival Set-Up Doors/Attendee Arrival 2013 Zumbathon Tear Down Client Departure | JD | 1200 |
| SUN. JUNE 9 | | | | | | |
| MON. JUNE 10 | BGR- BILLY ELLIOT | DVPH | 8:00AM-11:59PM | PERFORMANCE | AK | |
| TUES. JUNE 11 | ITG CONFERENCE | BALL A-D BALL AB PRE DVPH | 8:00AM-11:59PM 8:00AM-11:59PM 7:30PM | CONVENTION CONVENTION PERFORMANCE | RP AK | |
| WED. JUNE 12 | ITG CONFERENCE | BALL A-D BALL AB PRE EH A | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION SETUP | RP CJ | |
| | SPECTRUM HEALTH SYSTEMS LEADERSHIP CONFERENCE | RO AB RO LOBBY DVPH | 8:00AM-11:59PM 8:00AM-11:59PM 7:30PM | SETUP SETUP PERFORMANCE | CJ AK | |
| | SPECTRUM HEALTH TELEHEALTH SUMMIT | | | | | |
| | BGR- BILLY ELLIOT | | | | | |

EH A-C = Exhibit Halls A-C

GG A-F = Grand Gallery Meeting Rooms A-F

RO A-F = River Overlook A-F

GGO A-H = Overlook Meeting Rooms A-H

MON A-D = Monroe Meeting Rooms

DVPH = DeVos Performance Hall

REVISED WEEKLY - 2013

| | | | | | | |
|----------------|---|---|---|--|----------|-----|
| THURS. JUNE 13 | ITG CONFERENCE | BALL A-D BALL AB PRE EH A | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION SETUP | RP CJ | |
| | SPECTRUM HEALTH SYSTEMS LEADERSHIP CONFERENCE | | | | | |
| | SPECTRUM HEALTH TELEHEALTH SUMMIT | RO AB RO LOBBY | 8:00AM-11:59PM 8:00AM-11:59PM | MEETING REGISTRATION / MEALS | CJ | |
| | 9th Annual Latin Extravaganza | Grand Gallery Grand Gallery A-F and Grand Gallery Grand Gallery Grand Gallery ABCD Grand Gallery ABCD Grand Gallery EF Grand Gallery A-F, Grand Gallery | 12:00 pm 12:00 pm- 5:30 pm 5:30 pm- 6:30 pm 6:30 pm 6:40 pm- 8:00 pm 8:00 pm- 9:00 pm 9:30 pm 10:30 pm | Client Arrival Client and Décor Set-Up Networking Doors Dinner and Program Live Music and Dancing Client and Décor Tear-Down Client Departure | JD | 200 |
| | BGR- BILLY ELLIOT | DVPH | 2:00PM 7:30PM | PERFORMANCE PERFORMANCE | AK | |
| | | | | | | |
| FRI. JUNE 14 | ITG CONFERENCE | BALL A-D BALL AB PRE GGO A | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION MEETING | RP | |
| | CITY MANAGERS MEETING | | | | | |
| | BGR- BILLY ELLIOT | DVPH | 8:00PM | PERFORMANCE | AK | |
| | | | | | | |
| SAT. JUNE 15 | ITG CONFERENCE | BALL A-D BALL AB PRE | 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION | RP | |
| | ARTURO SANDOVAL & Trumpet All-Stars | Steelcase Ballroom | 8:00AM-11:59PM | PERFORMANCE | | |
| | BGR- BILLY ELLIOT | DVPH | 2:00PM 8:00PM | PERFORMANCE PERFORMANCE | AK | |
| | | | | | | |
| SUN. JUNE 16 | SPARTAN STORES CENTER STORE - GROCERY SHOW | EH C | 8:00AM-11:59PM | CONVENTION | CJ | |
| | ECON CLUB ANNUAL DINNER | STEELCASE | 8:00AM-11:59PM | SETUP | JD | |
| | BGR- BILLY ELLIOT | DVPH | 1:00 PM 6:30 PM | PERFORMANCE PERFORMANCE | AK | |
| | | | | | | |
| MON. JUNE 17 | SPARTAN STORES CENTER STORE - GROCERY SHOW | EH C | 8:00AM-11:59PM | CONVENTION | CJ | |
| | ECON CLUB ANNUAL DINNER | STEELCASE GG A-F RO A-F CHASE | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | BANQUET BANQUET BANQUET BANQUET | JD | |
| | | | | | | |
| TUES. JUNE 18 | ACTON INSTITUTE | BALL AB & PRE BALL A OFFICE CHASE RO A-F & LOBBY | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION CONVENTION CONVENTION | JD | |

EH A-C = Exhibit Halls A-C

GG A-F = Grand Gallery Meeting Rooms A-F

GGO A-H = Overlook Meeting Rooms A-H

BALL A-D = Ballroom A-D

RO A-F = River Overlook A-F

MON A-D = Monroe Meeting Rooms

DVPH = DeVos Performance Hall

DEVOSPLACE

REVISED WEEKLY - 2013

| | SPARTAN STORES CENTER STORE - GROCERY SHOW | EH C EH C STORAGE EH C PRE-FUNC | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION CONVENTION | CJ | |
|---------------|--|---|--|---|----|--|
| WED. JUNE 19 | ACTON INSTITUTE | BALL AB & PRE BALL A OFFICE CHASE GG A-F GGO A-H RO A-F & LOBBY | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION | JD | |
| | SPARTAN STORES CENTER STORE - GROCERY SHOW | EH C EH C STORAGE EH C PRE-FUNC BALL CD BALL CD PRE-FUN BALL D 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 | CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION | CJ | |
| THURS JUNE 20 | ACTON INSTITUTE | BALL AB & PRE BALL A OFFICE CHASE GG A-F GGO A-H RO A-F & LOBBY | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION | JD | |
| | SPARTAN STORES CENTER STORE - GROCERY SHOW | EH C EH C STORAGE EH C PRE-FUNC BALL CD BALL D COAT | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION | CJ | |
| | BCBSM PRODUCT TRAINING | MON A | 8:00AM-11:59PM | MEETING | JD | |
| | SAFETY TRAINING | MON BCD | 8:00AM-11:59PM | MEETING | | |
| FRI. JUNE 21 | ACTON INSTITUTE | BALL AB & PRE BALL A OFFICE CHASE GG A-F GGO A-H RO A-F & LOBBY MON BCD | 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 | CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION CONVENTION MEETING | JD | |
| | SAFETY TRAINING | | | | | |
| SAT. JUNE 22 | NEW TECH 2013 NEW SCHOOLS MEETING | CHASE | 8:00AM-11:59PM | MOVE-IN/STORAGE | RP | |
| | R.N.S. ENTERTAINMENT PRESENTS GUCCI MANE | BALL AB | 8:00AM-11:59PM | CONCERT | JD | |
| SUN. JUNE 23 | NEW TECH 2013 NEW SCHOOLS MEETING | BALL BCD BUS CNTR CHASE GG A-F | 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM | CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |

EH A-C = Exhibit Halls A-C

GG A-F = Grand Gallery Meeting Rooms A-F

GGO A-H = Overlook Meeting Rooms A-H

BALL A-D = Ballroom A-D

MON A-D = Monroe Meeting Rooms

DVPH = DeVos Performance Hall

DEVOS-PLACE

REVISED WEEKLY - 2013

| | | | | | | |
|----------------|-----------------------------------|---|--|--|----|--|
| MON. JUNE 24 | NEW TECH 2013 NEW SCHOOLS MEETING | GG0 A-H MON A-D RO A-F | 8:00AM-11:59PM 8:00AM-11:59PM | CONFERENCE CONFERENCE CONFERENCE | | |
| | | BALL BCD BUS CNTR CHASE GG A-F GG0 A-H MON A-D RO A-F | 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 | CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |
| TUES. JUNE 25 | NEW TECH 2013 NEW SCHOOLS MEETING | BALL BCD BUS CNTR CHASE GG A-F GG0 A-H MON A-D RO A-F | 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 | CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |
| WED. JUNE 26 | NEW TECH 2013 NEW SCHOOLS MEETING | BALL BCD BUS CNTR CHASE GG A-F GG0 A-H MON A-D RO A-F | 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 | CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |
| THURS. JUNE 27 | NEW TECH 2013 NEW SCHOOLS MEETING | BALL BCD BUS CNTR CHASE GG A-F GG0 A-H MON A-D RO A-F | 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 | CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |
| FRI. JUNE 28 | NEW TECH 2013 NEW SCHOOLS MEETING | BALL BCD BUS CNTR CHASE GG A-F GG0 A-H MON A-D RO A-F | 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 | CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE CONFERENCE | RP | |
| | Newt Gingrich | DVPH | 8:00AM-11:59PM | PERFORMANCE | AK | |
| SAT. JUNE 29 | | | | | | |
| SUN. JUNE 30 | | | | | | |

EH A-C = Exhibit Halls A-C

GG A-F = Grand Gallery Meeting Rooms A-F

RO A-F = River Overlook A-F

GG0 A-H = Overlook Meeting Rooms A-H

MON A-D = Monroe Meeting Rooms

DVPH = DeVos Performance Hall