



## Board of Directors

**Friday, March 4, 2011  
Immediately Following  
CAA Finance Committee Meeting  
Kent County Commission Chambers  
300 Monroe, NW – Grand Rapids, MI**

### A G E N D A

Convention

Arena

Authority

Steven Heacock,

Chairman

Birgit Klohs

Floyd Wilson, Jr.

Gary McInerney

George Heartwell

Joseph Tomaselli

Lew Chamberlin

**I. Call to Order**

**II. DDA Framework for the Future - Brian Harris, Jay Fowler**

Information

**III. Approve February 4, 2011, Meeting Minutes**

Action

**IV. Committee Reports**

**A. Operations Committee**

**i. Report from Experience Grand Rapids**

Information

**B. Finance Committee**

**i. Consolidated Financial Statements for the  
Period Ended December 31, 2010**

Action

**ii. SMG January 2011 Financial Statements -  
DeVos Place® and Van Andel Arena®**

Action

**iii. CAA January 2011 Financial Statements**

Action

**V. Sculpture Donation and Display Agreement**

Action

**VI. SMG Report and Facilities Calendars**

Information

**VII. Public Comment**

**VIII. Adjournment**

**Next Meeting Date: Friday, April 1, 2011, immediately following the  
CAA Operations Committee meeting**



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  
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**MINUTES OF THE GRAND RAPIDS-KENT COUNTY  
CONVENTION/ARENA AUTHORITY  
BOARD OF DIRECTORS MEETING  
Friday, February 4, 2011**

**I. Call to Order**

Steve Heacock, Chairperson, called the meeting to order at 8:45 a.m. Susan Waddell recorded the meeting minutes in the absence of Secretary/Treasurer Birgit Klohs.

**Attendance**

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

**Members Absent:** Birgit Klohs  
Gary McInerney

<b>Staff/Others:</b>	Henri Boucher	ShowSpan, Inc.
	Tim Gortsema	Grand Rapids Griffins
	George Helmstead	Experience Grand Rapids
	Lynne Ike	SMG
	Terri Lynn Land	Kent County Aeronautics Board
	Chris Machuta	SMG
	Cathleen McDonald	ShowSpan, Inc.
	Drew Nikodem	IATSE
	Doug Small	Experience Grand Rapids
	Dianna Stampfler	Promote Michigan
	Greg Sundstrom	City of Grand Rapids
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids

**II. Wine & Food Festival Wrap-Up**

Henri Boucher, Cathleen McDonald, and Dianna Stampfler attended the meeting to provide a recap of the wine and food festival that was held November 18-20. Now in its third year, the festival has established itself as the largest in the Midwest for the celebration and tasting of the finest foods, wines, beers and spirits. Ms. Stampfler stated that the media love the festival and FOX 17 hosted a live show opening night. The Festival received a lot of attention from food bloggers, as well. The Festival will be changing its name to include the word "beer." A new Michigan brew craft area was set up this year and was extremely popular. Ties to Michigan products are strong. The Festival will keep the number of restaurants at 12-16 so that they enjoy a good economic experience. Mr. Boucher presented an income statement:

Revenue	\$267,720
Expense	<u>\$236,332</u>
Excess (Deficiency) of Revenues over Expenditures	\$ 31,388

Expenses increased this year due to expansion into different areas. Mr. Machuta stated that the facility bottom-lined \$22,000 on the event. Chair Heacock inquired whether there were any exit surveys. Mr. Boucher responded that he would complete and distribute the survey comments.

### III. Minutes of Prior Meeting

*Motion: Mr. Chamberlin, supported by Mr. Tomaselli, moved to approve the Minutes of the January 7, 2011 meeting of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.*

### IV. Committee Reports

#### a. Operations Committee

Mr. Chamberlin stated that the Committee met and approved a recommendation for the purchase of four ArtPrize works that were installed at DeVos Place®.

*Motion: Mr. Chamberlin, supported by Mr. Tomaselli, moved to approve the acquisition of the four ArtPrize works as recommended. The motion carried unanimously.*

Mr. Small stated that Grand Rapids hotel revenue and occupancy each increased 11% in 2010, while being able to maintain rate integrity. The business and leisure sectors are coming back, and sales staff has been successful in booking multiple year contracts for seven groups.

#### b. Finance Committee.

##### i. SMG December 2010 Financial Statements for DeVos Place® and Van Andel Arena®

*Motion: Mr. Tomaselli, supported by Mr. Wilson, moved to approve the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the period ended December 31, 2010. After review and discussion, the motion carried unanimously.*

##### ii. CAA December 2010 Financial Statements

*Motion: Mr. Chamberlin, supported by Mr. Heartwell, moved to approve the CAA Financial Statements for the period ended December 31, 2010. After review and discussion, the motion carried unanimously.*

### V. Resolution Granting Extension of Notice of Renewal of Lease Agreement with West Michigan Hockey, Inc., d/b/a The Grand Rapids Griffins

The Griffins have requested an extension of the notification of the exercise of the renewal option to June 30, 2011, in order that discussions may be held regarding a longer-term relationship.

*Motion: Mr. Wilson, supported by Mr. Chamberlin, moved to approve the resolution as requested. The motion carried unanimously.*

VI. Booking Policy Task Force Update

Mr. Heacock provided an update on the progress of the booking policy task force. The task force has surveyed the arts tenants and other user groups and is ready to draft a revised policy. The recommendations will be sent to the arts tenants for review and comment and, ultimately, brought to the CAA for approval.

VII. SMG Report and Facilities Calendar

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

VIII. Public Comment

None.

IX. Next Meeting Date

The date for next CAA Board meeting is Friday, March, 4, 2011, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the CAA Finance Committee meeting.

X. Adjournment

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

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Susan M. Waddell, Recording Secretary

## **Consolidated Financial Statements**

# Grand Rapids - Kent County Convention/Arena Authority

## Statements of Net Assets

<i>December 31,</i>	2010	2009
<b>Assets</b>		
Current assets:		
Cash and cash equivalents (Note 2)	\$ 4,984,285	\$ 5,331,106
Investments (Note 2)	20,571,889	22,148,126
Accounts receivable, net (Note 3)	1,517,236	1,842,682
Prepaid expenses	397,108	566,006
<b>Total current assets</b>	<b>27,470,518</b>	<b>29,887,920</b>
Capital assets (Note 4):		
Buildings and structures	322,431	322,431
Equipment	1,472,165	1,238,083
Less accumulated depreciation	(1,005,755)	(900,965)
<b>Net capital assets</b>	<b>788,841</b>	<b>659,549</b>
<b>Total Assets</b>	<b>28,259,359</b>	<b>30,547,469</b>
<b>Liabilities</b>		
Current liabilities:		
Accounts payable (Note 5)	361,627	381,885
Accrued expenses (Note 5)	793,276	987,350
Advance ticket sales	2,597,286	2,476,232
Advance deposits	691,776	324,570
Compensated absences	-	-
Deferred revenue	1,530,958	1,907,712
<b>Total Liabilities</b>	<b>5,974,923</b>	<b>6,077,749</b>
<b>Net Assets</b>		
Invested in capital assets	788,841	659,549
Restricted - entertainment equipment reserve	-	80,000
Unrestricted	21,495,596	23,730,171
<b>Total Net Assets</b>	<b>\$ 22,284,436</b>	<b>\$ 24,469,720</b>

See accompanying notes to consolidated statements.

# Grand Rapids - Kent County Convention/Arena Authority

## Statements of Revenues, Expenses and Changes in Net Assets

<i>Six month period ended December 31,</i>	2010	2009
<b>Operating Revenues, facilities</b>	<b>\$ 4,052,019</b>	<b>\$ 4,259,287</b>
<b>Operating Expenses</b>		
Personnel services	1,789,185	1,732,138
Utilities	1,071,353	814,673
Supplies and expenses	2,908,279	557,579
Contractual services (Note 7)	1,350,639	1,307,258
Depreciation	-	-
Repairs and maintenance	280,883	320,626
Professional services	81,531	101,043
<b>Total Operating Expenses</b>	<b>7,481,870</b>	<b>4,833,317</b>
<b>Operating income</b>	<b>(3,429,851)</b>	<b>(574,030)</b>
<b>Non-Operating Revenues</b>		
Investment income	113,094	189,135
Miscellaneous	83,958	75,611
<b>Total Non-Operating Revenues</b>	<b>197,052</b>	<b>264,746</b>
<b>Income before transfers</b>	<b>(3,232,799)</b>	<b>(309,284)</b>
<b>Transfer of Constructed Assets to the City County Building Authority</b>	<b>-</b>	<b>-</b>
<b>Increase in Net Assets</b>	<b>(3,232,799)</b>	<b>(309,284)</b>
<b>Net Assets, beginning of the period</b>	<b>25,517,235</b>	<b>24,779,004</b>
<b>Net Assets, end of the period</b>	<b>\$ 22,284,436</b>	<b>\$ 24,469,720</b>

*See accompanying notes to consolidated statements.*

# Grand Rapids - Kent County Convention/Arena Authority

## Statements of Cash Flows

<i>Six month period ended December 31,</i>	<b>2010</b>	<b>2009</b>
<b>Cash From Operating Activities</b>		
Cash received from facility operations	\$ 6,138,826	\$ 4,360,721
Payments to employees	(1,905,353)	(1,893,573)
Payments to suppliers and contractors	(5,841,414)	(3,499,693)
<b>Net Cash From Operating Activities</b>	<b>(1,607,941)</b>	<b>(1,032,545)</b>
<b>Cash for Capital and Related Financing Activities</b>		
Capital assets constructed	-	-
Purchases of capital assets	-	-
Other receipts	83,958	75,611
<b>Net Cash for Capital and Related Financing Activities</b>	<b>83,958</b>	<b>75,611</b>
<b>Cash for Investing Activities</b>		
Interest and dividends	113,094	189,135
Proceeds from investment maturities	2,875,000	890,000
Purchases of investments	(134,252)	(185,505)
<b>Net Cash for Investing Activities</b>	<b>2,853,842</b>	<b>893,630</b>
<b>Net Increase in Cash and Cash Equivalents</b>	<b>1,329,859</b>	<b>(63,304)</b>
<b>Cash and Cash Equivalents, beginning of the period</b>	<b>3,654,426</b>	<b>5,394,410</b>
<b>Cash and Cash Equivalents, end of the period</b>	<b>\$ 4,984,285</b>	<b>\$ 5,331,106</b>



# Grand Rapids - Kent County Convention/Arena Authority

## Statements of Cash Flows

		(continued)
<i>Six month period ended December 31,</i>	<b>2010</b>	<b>2009</b>
<b>Reconciliation of Operating Income to Net Cash From</b>		
<b>Operating Activities</b>		
Operating income	\$ (3,429,851)	\$ (574,030)
Adjustments to reconcile operating income to net cash from operating activities:		
Depreciation	-	-
Changes in assets and liabilities:		
Receivables, net	229,175	153,165
Prepaid expense	(176,559)	(361,141)
Accounts payable	(582,436)	(318,035)
Accrued expenses	(538,228)	(91,567)
Advance ticket sales	2,095,397	(557,704)
Advance deposits	408,331	46,935
Compensated absences	(3,247)	(4,193)
Deferred revenues	389,477	674,025
<b>Net Cash From Operating Activities</b>	<b>\$ (1,607,941)</b>	<b>\$ (1,032,545)</b>

## **1. Summary of Significant Accounting Policies**

### ***Basis of Presentation***

The Authority is a special-purpose entity that uses proprietary fund reporting. Proprietary funds distinguish operating revenues and expenses from non-operating items. Operating revenues and expenses generally result from providing services and producing and delivering goods in connection with the proprietary funds' principal ongoing operations. The principal operating revenues of the Authority's proprietary funds are charges to customers for sales and services. Operating expenses include the cost of sales and services, administrative expenses and depreciation on capital assets. All revenues and expenses not meeting this definition are reported as non-operating revenues and expenses.

### ***Assets, Liabilities and Fund Equity***

#### ***Cash and Cash Equivalents***

The Authority considers cash and all highly liquid investments with a maturity of three months or less to be cash equivalents for the statements of cash flows.

#### ***Investments and Accrued Interest***

The Authority participates in the Kent County Investment Pool (the "Pool") which is managed by the County Treasurer. Investments underlying the Pool consist primarily of certificates of deposit and U.S. Treasury notes, which are carried at fair value. The Pool is not subject to regulatory oversight, is not registered with the SEC and does not issue separate financial statements. The fair value of the Authority's position in the Pool is the same as the value of the Pool shares and include accrued interest.

#### ***Capital Assets***

Capital assets having a useful life in excess of one year and whose costs exceed \$10,000 are capitalized. Expenditures meeting such criteria for the six-month periods ended December 31, 2010 and 2009 have not been capitalized for these consolidated statements. All capitalized assets are reported at historical cost except for donated assets, which are recorded at fair value. Depreciation and amortization are computed by the straight-line method based on the estimated useful lives of the related assets; however it has not been computed or recorded for the six-month periods ended December 31, 2010 and 2009. Expenditures for maintenance and repairs are charged to expense as incurred, whereas major additions are capitalized.

#### ***Net Assets***

Net assets represent the difference between assets and liabilities. Net assets invested in capital assets consist of capital assets, net of accumulated depreciation. Net assets are reported as restricted when limitations are imposed on their use either through legislation

# Grand Rapids - Kent County Convention/Arena Authority

## Notes to Consolidated Statements

or through external restrictions imposed by creditors, grantors, laws or regulations of other governments.

### *Revenue, Expenditures and Expense*

#### *Revenues*

The Authority records facilities revenue upon completion of the event at DeVos Place or the Arena. Accordingly, amounts received for advance ticket sales or deposits are recorded as deferred revenue until that time. Costs incurred prior to an event are recorded as pre-paid expenses and charged to expense upon completion of the event.

### **3. Accounts Receivable**

Accounts receivable at December 31, 2010 and June 30, 2010 were as follows:

December 31,	2010	6/30/2010
Facility customers/events	\$ 1,422,975	\$ 1,049,825
Ancillary revenues	126,060	774,517
Allowance	(31,799)	(77,931)
	<b>\$ 1,517,236</b>	<b>\$ 1,746,411</b>

# Grand Rapids - Kent County Convention/Arena Authority

## Notes to Consolidated Statements

### 4. Accounts Payable and Accrued Expenses

Accounts payable at December 31, 2010 and June 30, 2010 were as follows:

December 31,	2010	6/30/2010
Professional services	\$ 21,537	\$ 1,000
Facility customers	0	600,427
Vendors	340,090	342,636
	<b>\$ 361,627</b>	<b>\$ 944,063</b>

Accrued expenses at December 31, 2010 and June 30, 2010 were as follows:

December 31, 2010	2010	6/30/2010
Facility customers	\$ 0	\$ 435,146
Vendors	528,052	455,410
Professional services	0	62,803
Salaries and benefits	265,224	378,145
	<b>\$ 793,276</b>	<b>\$ 1,331,504</b>

# DEVOS PLACE

## DE VOS PLACE

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

**Distribution:**

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



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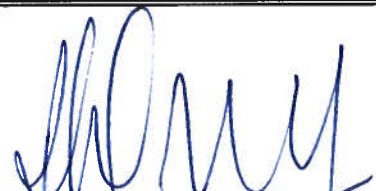
*An SMG Managed Facility*

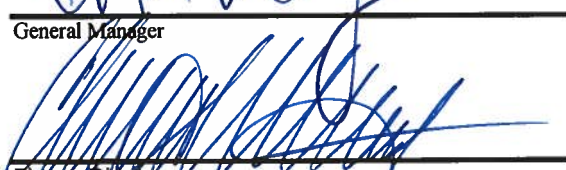
**DE VOS PLACE  
ROLLING FORECAST  
FISCAL YEAR ENDING JUNE 30, 2011**

	<b>YTD Actual</b>	<b>Roll</b>	<b>TOTAL FYE</b>	<b>BUDGET FYE</b>	<b>VARIANCE</b>
<b>NO. EVENTS</b>	282	218	500	494	6
<b>ATTENDANCE</b>	245,569	301,334	546,903	531,500	15,403
<b>DIRECT EVENT REVENUE</b>	1,204,681	1,262,888	2,467,569	2,409,380	58,189
<b>ANCILLARY REVENUE</b>	1,078,647	885,173	1,963,820	1,907,266	56,554
<b>TOTAL EVENT REVENUE</b>	2,283,328	2,148,061	4,431,389	4,316,646	114,743
<b>TOTAL OTHER REVENUE</b>	100,314	92,485	192,799	190,950	1,849
<b>TOTAL OPERATING REVENUE</b>	2,383,642	2,240,546	4,624,188	4,507,596	116,592
<b>INDIRECT EXPENSES</b>					
<b>EXECUTIVE</b>	92,080	72,957	165,037	169,612	4,575
<b>FINANCE</b>	143,650	86,188	229,838	221,935	(7,903)
<b>MARKETING</b>	42,812	54,723	97,535	103,669	6,134
<b>OPERATIONS</b>	749,778	649,940	1,399,718	1,485,525	85,807
<b>EVENT SERVICES</b>	514,114	366,209	880,323	866,676	(13,647)
<b>BOX OFFICE</b>	53,347	38,746	92,093	79,211	(12,882)
<b>SALES</b>	202,297	143,830	346,127	355,664	9,537
<b>OVERHEAD</b>	1,155,237	878,303	2,033,540	1,936,247	(97,293)
<b>TOTAL OPERATING EXP.</b>	2,953,315	2,290,896	5,244,211	5,218,539	(25,672)
<b>NET REVENUE ABOVE EXPENSES</b>	(569,673)	(50,350)	(620,023)	(710,943)	90,920
<b>INCENTIVE FEE</b>			-	0	-
<b>NET OPERATING REVENUE OVER OPERATING EXPENSES</b>	(569,673)	(50,350)	(620,023)	(710,943)	90,920

**Comments:**

DeVos Place continues to perform very well as compared to both budget and prior year. January fell below expectations a bit with ancillary spending falling short of expectations which we are anticipating being the exception not the rule as we head through the final months of the fiscal year.

  
General Manager

  
Finance Director

**DE VOS PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
FOR MONTH ENDED JANUARY 31, 2011**

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

<b>MONTH</b>	<b>January Actual</b>	<b>January Budget</b>	<b>January FY 2010</b>
Number of Events	47	47	47
Attendance	65,066	58,551	67,694
Direct Event Income	\$262,008	\$255,618	\$275,253
Ancillary Income	145,674	175,433	163,026
Other Income	8,876	17,403	27,288
Indirect Expenses	(468,832)	(434,879)	(435,746)
Net Income	(\$52,274)	\$13,575	\$29,821

<b>YTD</b>	<b>YTD 2011 Actual</b>	<b>YTD 2011 Budget</b>	<b>YTD 2010 Prior Year</b>
Number of Events	282	275	280
Attendance	245,569	263,302	253,155
Direct Event Income	\$1,204,681	\$1,162,027	\$1,225,309
Ancillary Income	1,078,647	1,029,997	943,954
Other Income	100,314	96,788	96,262
Indirect Expenses	(2,953,315)	(3,044,153)	(2,839,180)
Net Income	(\$569,673)	(\$755,341)	(\$573,655)

**EVENT INCOME**

Event income came in consistent with budget overall.

**ANCILLARY INCOME**

Ancillary income came in lower than budget as spending in most area's fell below expectations, however, it appears that was a result of the the event mix during the month.

**INDIRECT EXPENSES**

Indirect expenses came in a little ahead of budget for the month, however, consistent with the revised forecasted expectations.

**DeVos Place**  
**Income Statement**  
**For the Seven Months Ending January 31, 2011**

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
<b>Event Income</b>								
<b>Direct Event Income</b>								
Rental Income	\$288,578	\$258,001	\$30,577	\$297,249	\$1,301,969	\$1,186,848	\$115,121	\$1,228,349
Service Revenue	165,999	173,967	(7,968)	157,613	1,076,207	1,039,649	36,558	1,207,408
Service Expenses	(192,569)	(176,350)	(16,219)	(179,609)	(1,173,495)	(1,064,470)	(109,025)	(1,210,448)
<b>Total Direct Event Income</b>	<b>262,008</b>	<b>255,618</b>	<b>6,390</b>	<b>275,253</b>	<b>1,204,681</b>	<b>1,162,027</b>	<b>42,654</b>	<b>1,225,309</b>
<b>Ancillary Income</b>								
F&B Concession	18,582	14,050	4,532	15,915	62,322	49,191	13,131	49,756
F&B Catering	26,420	41,576	(15,156)	31,073	361,092	328,309	32,783	269,112
Novelty Sales	252	1,222	(970)	692	3,371	5,766	(2,395)	6,631
Booth Cleaning	24,103	29,613	(5,510)	25,537	107,631	115,387	(7,756)	90,792
Telephone/Long Distance	0	2,262	(2,262)	225	225	9,492	(9,267)	1,238
Electrical Services	38,512	44,136	(5,624)	38,398	226,942	237,436	(10,494)	225,596
Audio Visual	23,843	24,705	(862)	34,323	183,432	162,707	20,725	189,625
Internet Services	877	4,216	(3,339)	6,533	35,298	22,798	12,500	21,070
Equipment Rental	13,085	13,653	(568)	10,330	98,334	98,911	(577)	90,134
<b>Total Ancillary Income</b>	<b>145,674</b>	<b>175,433</b>	<b>(29,759)</b>	<b>163,026</b>	<b>1,078,647</b>	<b>1,029,997</b>	<b>48,650</b>	<b>943,954</b>
<b>Other Event Income</b>								
Ticket Rebates(Per Event)	7,139	12,570	(5,431)	19,173	74,240	62,957	11,283	73,125
<b>Total Other Event Income</b>	<b>7,139</b>	<b>12,570</b>	<b>(5,431)</b>	<b>19,173</b>	<b>74,240</b>	<b>62,957</b>	<b>11,283</b>	<b>73,125</b>
<b>Total Event Income</b>	<b>414,821</b>	<b>443,621</b>	<b>(28,800)</b>	<b>457,452</b>	<b>2,357,568</b>	<b>2,254,981</b>	<b>102,587</b>	<b>2,242,388</b>
<b>Other Operating Income</b>								
Luxury Box Agreements	1,213	2,000	(787)	1,729	12,024	14,000	(1,976)	12,729
Other Income	524	2,833	(2,309)	6,386	14,050	19,831	(5,781)	10,408
<b>Total Other Operating Income</b>	<b>1,737</b>	<b>4,833</b>	<b>(3,096)</b>	<b>8,115</b>	<b>26,074</b>	<b>33,831</b>	<b>(7,757)</b>	<b>23,137</b>
<b>Adjusted Gross Income</b>	<b>416,558</b>	<b>448,454</b>	<b>(31,896)</b>	<b>465,567</b>	<b>2,383,642</b>	<b>2,288,812</b>	<b>94,830</b>	<b>2,265,525</b>
<b>Operating Expenses</b>								
Salaries and Wages	232,407	225,288	7,119	209,504	1,605,299	1,577,016	28,283	1,586,294
Payroll Taxes and Benefits	92,383	58,848	33,535	67,921	435,820	411,936	23,884	415,973
Labor Allocations to Events	(131,595)	(122,456)	(9,139)	(117,035)	(887,514)	(857,192)	(30,322)	(887,348)
<b>Net Salaries and Benefits</b>	<b>193,195</b>	<b>161,680</b>	<b>31,515</b>	<b>160,390</b>	<b>1,153,605</b>	<b>1,131,760</b>	<b>21,845</b>	<b>1,114,919</b>
Contracted Services	22,442	21,200	1,242	24,959	171,276	148,400	22,876	176,663
General and Administrative	30,300	28,058	2,242	22,833	185,915	196,406	(10,491)	168,847
Operations	3,991	10,312	(6,321)	1,520	62,981	72,184	(9,203)	56,299
Repair and Maintenance	48,219	41,941	6,278	34,103	251,063	293,587	(42,524)	262,846
Operational Supplies	14,840	21,500	(6,660)	1,331	94,351	150,500	(56,149)	100,084
Insurance	15,173	17,465	(2,292)	21,605	113,014	122,255	(9,241)	128,897
Utilities	127,304	119,500	7,804	155,782	827,533	836,500	(8,967)	738,067
SMG Management Fees	13,368	13,223	145	13,223	93,577	92,561	1,016	92,558
<b>Total Operating Expenses</b>	<b>468,832</b>	<b>434,879</b>	<b>33,953</b>	<b>435,746</b>	<b>2,953,315</b>	<b>3,044,153</b>	<b>(90,838)</b>	<b>2,839,180</b>
<b>Net Income(Loss) From Operations</b>	<b>(52,274)</b>	<b>13,575</b>	<b>(65,849)</b>	<b>29,821</b>	<b>(569,673)</b>	<b>(755,341)</b>	<b>185,668</b>	<b>(573,655)</b>
<b>Other Non-Operating Expenses</b>								
<b>Adjusted Net Income(Loss)</b>	<b>(52,274)</b>	<b>13,575</b>	<b>(65,849)</b>	<b>29,821</b>	<b>(569,673)</b>	<b>(755,341)</b>	<b>185,668</b>	<b>(573,655)</b>

3



**SMG DeVos Place**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Year to Date Event Summary Report**  
**For the Seven Months ending January 31, 2011**

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	74	74	75,918	92,500	1,048,588	1,052,576
Consumer/Gated Shows	19	19	39,806	41,502	214,469	274,002
Devos Performance Hall	83	76	79,513	88,400	487,707	431,304
Banquets	22	22	12,847	14,300	146,519	157,039
Meetings	56	56	16,077	14,000	257,995	165,144
Other	28	28	21,408	12,600	202,292	174,916
GRAND TOTALS	282	275	245,569	263,302	2,357,568	2,254,981

**As Percentage of Overall**

Convention/Trade Shows	26.24%	26.91%	30.92%	35.13%	44.48%	46.68%
Consumer/Gated Shows	6.74%	6.91%	16.21%	15.76%	9.10%	12.15%
Devos Performance Hall	29.43%	27.64%	32.38%	33.57%	20.69%	19.13%
Ballroom Exclusive	7.80%	8.00%	5.23%	5.43%	6.21%	6.96%
Meetings	19.86%	20.36%	6.55%	5.32%	10.94%	7.32%
Other	9.93%	10.18%	8.72%	4.79%	8.58%	7.76%

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

**ASSETS**

**Current Assets**

Cash	1,209,709
Account Receivable	608,817
Prepaid Expenses	162,509

**Total Current Assets**

-----  
**\$1,981,035**

**Total Assets**

-----  
**\$1,981,035**  
=====

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	35,562
Accrued Expenses	257,923
Deferred Income	59,253
Advanced Ticket Sales & Deposits	1,256,009

**Total Current Liabilities**

-----  
**\$1,608,747**

**Other Liabilities**

**Equity**

Funds Remitted to CAA	(400,000)
Expenses Paid Direct by CAA	782,231
Beginning Balance Equity	559,729
Current Year Equity	(569,672)

**Total Equity**

-----  
**\$372,289**

**Total Liabilities and Equity**

-----  
**\$1,981,036**  
=====

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

---

Current - Under 30 Days	
Food & Beverage	45,002
Ticketing	71,033
Merchandise	4
Decorating	24,103
Audio/Visual	23,843
Van Andel Arena	(51,466)
Operating	257,652
 Over 30 Days	 150,638
 Over 60 Days	 72,874
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 608,817

**SMG - Van Andel Arena & DeVos Place**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Management Fee Summary**  
**Fiscal Year Ending June 30, 2011**

---

**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Actual
Net Revenue above Expenses	1,045,426	(620,023)	425,403	916,360
Benchmark			700,000	700,000
Excess	1,045,426	(620,023)	(274,597)	216,360

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Actual
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	4,792,607	4,624,188	9,416,795	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	(7,393)	424,188	416,795	877,929
Incentive Fee **	-	-	-	238,379
Total SMG Management Fee	160,417	160,417	320,834	555,722

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



## **VAN ANDEL ARENA**

### **FINANCIAL STATEMENT FOR THE PERIOD ENDED JANUARY 31, 2011**

**Distribution:**

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

**Robert White**

**Bob McClintock**

**Lewis Dawley**

**Gary McAneney**

**Howard Feldman**

**Richard MacKeigan**

**Chris Machuta**



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***An SMG Managed Facility***

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

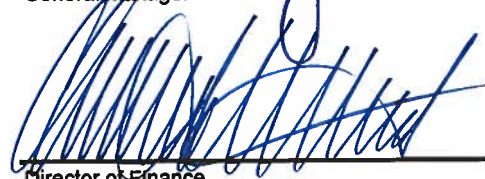
	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	64	36	100	111	(11)
ATTENDANCE	287,830	219,554	507,384	591,650	(84,266)
DIRECT EVENT INCOME	581,313	659,879	1,241,192	1,460,958	(219,766)
ANCILLARY INCOME	567,926	589,852	1,157,778	1,230,438	(72,660)
TOTAL EVENT INCOME	1,149,239	1,249,731	2,398,970	2,691,396	(292,426)
TOTAL OTHER INCOME	1,270,265	1,123,372	2,393,637	2,444,775	(51,138)
TOTAL INCOME	2,419,504	2,373,103	4,792,607	5,136,171	(343,564)
INDIRECT EXPENSES					
EXECUTIVE	102,215	60,203	162,418	191,113	28,695
FINANCE	113,981	94,770	208,751	226,903	18,152
MARKETING	169,123	114,271	283,394	289,229	5,835
OPERATIONS	860,511	656,550	1,517,061	1,607,955	90,894
BOX OFFICE	62,198	60,758	122,956	133,630	10,674
LUXURY SEATING	37,112	37,745	74,857	87,276	12,419
SKYWALK ADMIN	12,094	8,049	20,143	23,956	3,813
OVERHEAD	784,647	572,954	1,357,601	1,366,494	8,893
TOTAL INDIRECT EXP.	2,141,881	1,605,300	3,747,181	3,926,556	179,375
NET REVENUE ABOVE EXPENSES	277,623	767,803	1,045,426	1,209,615	(164,189)
LESS INCENTIVE FEE			0	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	277,623	767,803	1,045,426	1,209,615	(164,189)

Comments:

January was a successful month for the Arena as successful performances of Kid Rock (sold out), Cirque du Soleil, and Harlem Globetrotters were all hosted during the month.



General Manager



Director of Finance

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

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

<b>MONTH</b>	<b>January Actual</b>	<b>January Budget</b>	<b>January FY 2010</b>
Number of Events	17	17	16
Attendance	70,446	80,500	90,412
Direct Event Income	\$186,622	\$235,124	\$252,902
Ancillary Income	186,648	166,520	176,725
Other Income	267,228	239,172	235,221
Indirect Expenses	(330,011)	(327,214)	(367,132)
Net Income	<u>\$310,487</u>	<u>\$313,602</u>	<u>\$297,716</u>

<b>YTD</b>	<b>YTD 2011 Actual</b>	<b>YTD 2011 Budget</b>	<b>YTD 2010 Prior Year</b>
Number of Events	64	68	57
Attendance	287,830	283,500	315,366
Direct Event Income	\$581,313	\$883,583	\$754,251
Ancillary Income	567,926	674,288	707,377
Other Income	1,270,265	1,430,186	1,379,598
Indirect Expenses	(2,141,881)	(2,290,498)	(2,135,249)
Net Income	<u>\$277,623</u>	<u>\$697,559</u>	<u>\$705,977</u>

**EVENT INCOME**

Event income fell short overall from budget as 2 concerts were expected to be hosted and the Arena did not host the annual Arenacross event as budgeted.

**ANCILLARY INCOME**

Ancillary income came in higher than budget as sales for Kid Rock, Griffins, and PBR were stronger than normal offsetting the shortfall from the loss of Arenacross.

**INDIRECT EXPENSES**

Indirect expenses came in consistent with budgeted levels for the month.

**Van Andel Arena**  
**Income Statement**  
**For the Seven Months Ending January 31, 2011**

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
<b>Event Income</b>								
<b>Direct Event Income</b>								
Rental Income	\$276,610	\$293,149	(16,539)	\$317,109	\$896,486	\$1,164,908	(268,422)	\$973,306
Service Revenue	282,814	174,903	107,911	173,020	1,039,755	916,401	123,354	1,005,100
Service Expenses	(372,802)	(232,928)	(139,874)	(237,227)	(1,354,928)	(1,197,726)	(157,202)	(1,224,155)
<b>Total Direct Event Income</b>	<b>186,622</b>	<b>235,124</b>	<b>(48,502)</b>	<b>252,902</b>	<b>581,313</b>	<b>883,583</b>	<b>(302,270)</b>	<b>754,251</b>
<b>Ancillary Income</b>								
F&B Concession	154,550	137,205	17,345	148,222	480,718	562,953	(82,235)	590,424
F&B Catering	14,341	8,860	5,481	12,450	35,594	41,094	(5,500)	46,679
Novelty Sales	13,757	16,105	(2,348)	12,043	33,861	50,221	(16,360)	47,296
Booth Cleaning	0	0	0	0	355	0	355	265
Audio Visual	0	0	0	0	18	0	18	23
Other Ancillary	4,000	4,350	(350)	4,010	17,380	20,020	(2,640)	22,690
<b>Total Ancillary Income</b>	<b>186,648</b>	<b>166,520</b>	<b>20,128</b>	<b>176,725</b>	<b>567,926</b>	<b>674,288</b>	<b>(106,362)</b>	<b>707,377</b>
<b>Other Event Income</b>								
Ticket Rebates(Per Event)	62,049	54,105	7,944	63,821	168,935	212,475	(43,540)	187,465
<b>Total Other Event Income</b>	<b>62,049</b>	<b>54,105</b>	<b>7,944</b>	<b>63,821</b>	<b>168,935</b>	<b>212,475</b>	<b>(43,540)</b>	<b>187,465</b>
<b>Total Event Income</b>	<b>435,319</b>	<b>455,749</b>	<b>(20,430)</b>	<b>493,448</b>	<b>1,318,174</b>	<b>1,770,346</b>	<b>(452,172)</b>	<b>1,649,093</b>
<b>Other Operating Income</b>								
Luxury Box Agreements	155,992	126,067	29,925	121,604	740,301	804,711	(64,410)	808,405
Advertising	44,000	52,083	(8,083)	44,000	322,724	364,581	(41,857)	344,534
Other Income	5,187	6,917	(1,730)	5,796	38,305	48,419	(10,114)	39,194
<b>Total Other Operating Income</b>	<b>205,179</b>	<b>185,067</b>	<b>20,112</b>	<b>171,400</b>	<b>1,101,330</b>	<b>1,217,711</b>	<b>(116,381)</b>	<b>1,192,133</b>
<b>Adjusted Gross Income</b>	<b>640,498</b>	<b>640,816</b>	<b>(318)</b>	<b>664,848</b>	<b>2,419,504</b>	<b>2,988,057</b>	<b>(568,553)</b>	<b>2,841,226</b>
<b>Operating Expenses</b>								
Salaries and Wages	165,605	160,183	5,422	160,586	1,080,743	1,121,281	(40,538)	1,042,927
Payroll Taxes and Benefits	68,945	42,846	26,099	51,576	267,602	299,922	(32,320)	262,257
Labor Allocations to Events	(102,424)	(72,446)	(29,978)	(83,603)	(448,918)	(507,122)	58,204	(437,513)
<b>Net Salaries and Benefits</b>	<b>132,126</b>	<b>130,583</b>	<b>1,543</b>	<b>128,559</b>	<b>899,427</b>	<b>914,081</b>	<b>(14,654)</b>	<b>867,671</b>
Contracted Services	23,952	21,300	2,652	24,170	139,656	149,100	(9,444)	141,792
General and Administrative	27,440	30,742	(3,302)	42,013	193,638	215,194	(21,556)	202,468
Operations	1,600	4,996	(3,396)	2,926	12,601	34,972	(22,371)	15,254
Repair and Maintenance	9,301	17,943	(8,642)	20,416	79,839	125,601	(45,762)	98,533
Operational Supplies	20,354	19,883	471	8,205	111,721	139,181	(27,460)	89,476
Insurance	11,033	11,394	(361)	19,077	77,229	79,758	(2,529)	86,882
Utilities	90,337	77,150	13,187	108,543	533,693	540,050	(6,357)	540,614
SMG Management Fees	13,868	13,223	645	13,223	94,077	92,561	1,516	92,559
<b>Total Operating Expenses</b>	<b>330,011</b>	<b>327,214</b>	<b>2,797</b>	<b>367,132</b>	<b>2,141,881</b>	<b>2,290,498</b>	<b>(148,617)</b>	<b>2,135,249</b>
<b>Net Income(Loss) From Operations</b>	<b>310,487</b>	<b>313,602</b>	<b>(3,115)</b>	<b>297,716</b>	<b>277,623</b>	<b>697,559</b>	<b>(419,936)</b>	<b>705,977</b>
<b>Other Non-Operating Expenses</b>								
<b>Adjusted Net Income(Loss)</b>	<b>310,487</b>	<b>313,602</b>	<b>(3,115)</b>	<b>297,716</b>	<b>277,623</b>	<b>697,559</b>	<b>(419,936)</b>	<b>705,977</b>

3



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

---

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	13	14	30,044	27,500	108,969	133,492
Sporting Event	5	9	22,579	36,500	183,963	252,927
Concert	7	11	51,739	88,000	429,188	828,026
Team Home Games	26	26	136,711	93,500	310,300	310,128
Other	13	8	46,757	38,000	285,753	245,773
GRAND TOTALS	64	68	287,830	283,500	1,318,174	1,770,346

As Percentage of Overall

Family Show	20.31%	20.59%	10.44%	9.70%	8.27%	7.54%
Sporting Event	7.81%	13.24%	7.84%	12.87%	13.96%	14.29%
Concert	10.94%	16.18%	17.98%	31.04%	32.56%	46.77%
Team Home Games	40.63%	38.24%	47.50%	32.98%	23.54%	17.52%
Other	20.31%	11.76%	16.24%	13.40%	21.68%	13.88%

**Van Andel Arena**  
**Balance Sheet**  
**As of January 31, 2011**

**ASSETS**

**Current Assets**

Cash	3,936,782
Account Receivable	1,078,195
Prepaid Expenses	257,171
	-----

**Total Current Assets**

**\$5,272,148**

**Total Assets**

-----  
**\$5,272,148**  
=====

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	185,613
Accrued Expenses	524,421
Deferred Income	1,437,786
Advanced Ticket Sales & Deposits	2,320,495
	-----

**Total Current Liabilities**

**\$4,468,315**

**Other Liabilities**

**Equity**

Funds Remitted to CAA	(1,000,000)
Expenses Paid Direct by CAA	498,330
Beginning Balance Equity	1,027,882
Current Year Equity	277,622
	-----

**Total Equity**

**\$803,833**

**Total Liabilities and Equity**

-----  
**\$5,272,148**  
=====

5

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

---

Current - Under 30 Days	
Food & Beverage	292,559
Ticketing	374,188
Merchandise	10,800
Permanent Advertising	-
DeVos Place	51,466
Operating	253,622
 Over 30 Days	 62,560
 Over 60 Days	 33,000
 Over 90 Days	
 Total Accounts Receivable	 1,078,195

**SMG - Van Andel Arena & DeVos Place  
Grand Rapids - Kent County Convention/Arena Authority  
Management Fee Summary  
Fiscal Year Ending June 30, 2011**

---

**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Actual
Net Revenue above Expenses	1,045,426	(620,023)	425,403	916,360
Benchmark			700,000	700,000
Excess	1,045,426	(620,023)	(274,597)	216,360

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Actual
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	4,792,607	4,624,188	9,416,795	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	(7,393)	424,188	416,795	877,929
Incentive Fee **	-	-	-	238,379
Total SMG Management Fee	160,417	160,417	320,834	555,722

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



## Memorandum

**To:** CAA Board  
CAA Finance Committee

**From:** Robert J. White

**Subject:** January 31, 2011, Administrative Financial Statements

**Date:** February 28, 2011

---

The attached Balance Sheet and Income Statement have been reformatted to provide additional information concerning the Convention/Arena Authority administrative account (unconsolidated) – excluding facility manager financial activity (separately reported).

The Balance Sheet includes a two-year comparative financial position at January 31 for fiscal years 2010 and 2011. The Income Statement provides a line item comparison of accounts for the first seven months of the current fiscal year as compared to a similar period in the prior fiscal year. In addition, the Income Statement provides a comparison of current year budget to prior year (FY 2010) actual. It will allow the reader to compare interim expenditure trends with full-year budgetary allowances.

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

### Balance Sheet (Unconsolidated):

- The cash and investments position decreased by \$1.3 million from January 31, 2010. Cash balance decreased by \$2.8 million from the June 30, 2010 position due to a quick start on several capital improvement projects.
- Fund balance decreased by \$1.2 million from the January 31, 2010 level.

### Seven-Month Revenue/Expense:

- Parking revenues have decreased by (7.7%). December 2010 deposits were delayed until February 1, 2011. When comparing like periods, the increase over prior years is +14.0%. Revenues in this time period represent 48% of total annual.
- Interest income was budgeted (2% rate est.) to increase by 35%, but has declined by 40% from actual experience in the first seven months of the prior fiscal year. The County Investment Pool is currently paying less than 1% interest. It is now expected that interest earnings will come in \$225,000 under budget forecast.

- The “Utilities” expenditure account includes electric, gas, steam, and water/sewer for the facilities. Electric represents 65% of the total. For the seven-month comparable time period, this expense is increased by 21%.
- Parking management includes city staffing and equipment maintenance expense for the DeVos Place® facility. When adjusted for like billing periods, this expense is reduced by almost 30% from prior year. This reduction is a direct result of automation achieved in September 2009.
- Capital R/R/A spending is increased by 718% over prior year trend. Several major projects at the Arena got off to a quick start.
- Other significant expenditure account variances are primarily due to timing issues.

Hopefully, these reports provide a more on-point analysis of administrative activities over the course of the fiscal year. These reports will be updated on a monthly basis.

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

		<u>2010</u>	<u>2011</u>
<b><u>Assets</u></b>			
Cash	- Operating	\$ 168,469	\$ 81,189
Investments	- Kent County	21,748,126	20,571,889
Capital Assets (Net)		<u>659,549</u>	<u>788,841</u>
Total Assets		<u><u>\$ 22,576,144</u></u>	<u><u>\$ 21,441,919</u></u>
<b><u>Liabilities &amp; Fund Balance</u></b>			
Accounts Payable		\$ 121,976	\$ 215,889
Fund Balance		<u>22,454,168</u>	<u>21,226,030</u>
Total Liabilities & Fund Balance		<u><u>\$ 22,576,144</u></u>	<u><u>\$ 21,441,919</u></u>

**Grand Rapids-Kent County Convention/Arena Authority**  
**Statement of Revenues, Expenditures and Changes in Fund Balance**  
**For the Seven Months Ended January 31, 2011**

	Annual			Year-To-Date		
	FY 2010 Actual	FY 2011 Budget	Percentage Change	FY 2010 7/1 - 1/31	FY 2011 7/1 - 1/31	Percentage Change
<b>Revenues:</b>						
Transfers from SMG	\$ 2,806,184	\$ 2,686,472	(4.3)	\$ 2,850,000	\$ 1,400,000	(50.9)
Parking	903,979	982,616	8.7	432,333	399,023	(7.7)
Interest	322,422	435,000	34.9	185,504	111,845	(39.7)
Miscellaneous	95,217	30,000	(68.5)	5,474	31,180	469.1
<b>Total Revenues</b>	<b>4,127,802</b>	<b>4,134,088</b>	<b>0.2</b>	<b>3,473,311</b>	<b>1,942,048</b>	<b>(44.1)</b>
<b>Expenditures:</b>						
Operations						
- Utilities	2,366,582	2,197,800	(7.1)	1,046,318	1,218,142	16.4
- Parking Management	171,651	119,342	(30.5)	85,958	52,936	(38.4)
- Pedestrian Safety	85,348	85,000	(0.4)	31,834	15,285	(52.0)
- Landscaping	13,393	90,000	572.0	9,768	14,270	46.1
- DID Assessment	53,175	53,500	0.6	53,175	55,103	3.6
- Marketing	-	-	-	-	-	-
- Campaign	-	100,000	100.0	-	-	-
- CVB	75,000	75,000	0.0	-	-	-
- Sports Commission	25,000	25,000	0.0	25,000	25,000	0.0
Capital R/R/A <sup>(1)</sup>						
- Capital Projects	434,467	4,108,500	845.6	394,450	2,830,815	717.7
Administration						
- Wages/Benefits	105,529	131,484	24.6	58,550	76,047	29.9
- Professional Services	74,678	71,000	(4.9)	49,504	38,288	(22.7)
- Diversity Initiative	15,106	40,000	164.8	4,080	15,507	280.1
- Procurement of Art	-	25,000	100.0	-	-	-
- Insurance	22,903	24,000	4.8	22,903	23,561	2.9
- Supplies/Other	76,031	105,000 <sup>(2)</sup>	38.1	22,099	16,606	(24.9)
<b>Total Expenditures</b>	<b>3,518,863</b>	<b>7,250,626</b>	<b>106.1</b>	<b>1,803,639</b>	<b>4,381,560</b>	<b>142.9</b>
<b>Excess (Deficiency) of Revenues Over Expenditures</b>	<b>608,939</b>	<b>(3,116,538)</b>		<b>\$ 1,669,672</b>	<b>\$ (2,439,512)</b>	<b>(246.1)</b>
<b>Balance, beginning of period</b>	<b>24,119,455</b>	<b>24,728,394</b>				
<b>Balance, end of period</b>	<b>\$ 24,728,394</b>	<b>\$ 21,611,856</b>				

NOTES:

(1)

R/R/A - Repair/Replacement/Additions

(2)

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





## Memorandum

**To:** CAA Finance Committee  
CAA Board Members

**From:** Rich MacKeigan, Executive Director

**Date:** February 19, 2011

**Re:** Sculpture Donation and Display Agreement

Convention  
Arena  
Authority

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

In 2008, the Peter Secchia family founded the Community Legends Project that aims to honor those individuals who helped shaped Grand Rapids and educate the public about them. The Community Legends project is intended to commission one sculpture every two years for the next 50 years. Those pieces then would be donated to the city, or a nonprofit, and funded and endowed by Mr. Secchia and his family. The first sculpture unveiled honored Lucius Lyon, a land surveyor and Michigan's first United States Senator. Lyon was responsible for helping develop much of the land north of Lyon Street in Grand Rapids. The second sculpture honored Ottawa Indian Chief Noonday, who helped open Michigan to settlement.

The Community Legends program, through its Michigan nonprofit Grand Rapids Community Legends, Inc. ("GRCL") has commissioned renowned artist J. Brett Grill to sculpt a statue of Jay Van Andel that would be displayed on the plaza of the Van Andel Arena®. GRCL wishes to donate to the CAA the 7' statue and the 36' cube of pedestal stone, plus the bronze plaques defining Jay Van Andel and information on the statue.

The Community Legends gift will be subject to a Sculpture Donation and Display Agreement satisfactory to the boards of both the CAA and the GRCL. GRCL will provide to the CAA a set of engineering drawings, acceptable to the CAA, showing the structural detail of the sculpture and related structural elements in its erected state at the display site. GRCL shall provide for perpetual care and maintenance of the sculpture. The CAA has adopted a policy whereby it can accept gifts of art, including gifts of sculpture.

***RECOMMENDED ACTION: Accept sculpture of Jay Van Andel and approve Sculpture Donation and Display Agreement.***



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

## **SCULPTURE DONATION AND DISPLAY AGREEMENT**

THIS AGREEMENT is made as of \_\_\_\_\_, 2010, between **GRAND RAPIDS COMMUNITY LEGENDS, INC.**, a Michigan Nonprofit 501(c)(3) corporation ("GRCL"), and **GRAND RAPIDS - KENT COUNTY CONVENTION/ARENA AUTHORITY** ("CAA").

### **RECITALS**

A. GRCL is a Michigan nonprofit corporation that seeks to beautify downtown Grand Rapids and commemorate and honor its history by commissioning various works of art and placing such works throughout the downtown Grand Rapids area.

B. GRCL has commissioned a certain representative 7-foot tall sculpture of Jay VanAnDel, a subject chosen for his significant contributions to Grand Rapids, Michigan (together with its base and identifying plaques, the "Sculpture").

C. GRCL wishes to donate the Sculpture to CAA and to have the Sculpture displayed, initially, on the grounds of the VanAnDel Arena as set forth on the attached Exhibit A (the "Display Site").

D. CAA has adopted a policy whereby it can accept gifts of art, including gifts of sculpture, so long as the same satisfy with the City of Grand Rapids Commission Policy Number 1100-06, dated and adopted September 10, 1991 (the "Policy").

E. CAA is willing to accept the gift of the Sculpture to be placed, initially, upon the Display Site, in accordance with and subject to the terms and conditions of this Agreement and the Policy.

### **AGREEMENT**

1. Gift From GRCL. Effective upon the full execution of this Agreement, GRCL hereby donates the Sculpture to CAA to have and to keep for public display.

2. CAA Acceptance of Gift. CAA accepts the Sculpture, having found that the gift of the Sculpture satisfies the criteria set forth in the CAA Policy, as currently adopted.

3. Display Site. Once complete, GRCL will notify CAA that the Sculpture is complete and ready for display. CAA will, within ten days of such notice, permit GRCL (or its contractors or agents) to install the Sculpture upon the Display Site. CAA maintenance personnel may participate in the delivery and installation of the Sculpture, including without limitation directing the path of the delivery vehicles and equipment. GRCL will be responsible for the physical placement and installation of the Sculpture, and all costs of the same, including delivery. Once so installed by GRCL, and provided that GRCL remains in substantial compliance with the continuing conditions upon which CAA grants its approval as stated in this Agreement, the Sculpture will be displayed at the Display Site, and the Sculpture and Display Site will not be altered, nor the Sculpture moved therefrom by CAA or any other party acting on

CAA's behalf or with its permission, except as otherwise permitted under Section 5.d. of the CAA Policy or as may otherwise be required to address substantial public safety concerns that cannot be addressed adequately in another reasonable manner.

4. Engineering Drawings. Prior to execution of this Agreement by the CAA, GRCL shall provide the CAA with a set of engineering drawings, acceptable to the CAA, showing the structural detail of the Sculpture and related structural elements in its erected state at the Display Site.

5. Perpetual Care and Maintenance. So long as the Sculpture remains at the Display Site or such other location as may be mutually agreed to by the parties, GRCL shall provide for perpetual care and maintenance of the Sculpture.

6. General. This Agreement is for the benefit of the parties and their permissible successors and assigns. It is not for the benefit of any third party nor does it create any rights in any third party. This Agreement may be amended only by a writing signed by both parties. Neither this Agreement, nor the rights, interests, duties, obligations, and/or benefits hereunder shall be assigned, transferred, or pledged in any way. This Agreement is the entire agreement of the parties as to its subject matter. If any provision of this Agreement is held, in whole or in part, to be unlawful or invalid, the remainder of such provision and this Agreement as a whole shall remain in full force and effect and be construed in congruence with the intentions of the parties as evidenced by this Agreement, including the stricken term. This Agreement shall inure to the benefit of and be binding upon the parties and their respective successors and permissible

assigns, if any. Waiver of any right created hereby, or by a breach hereof, shall be effective only if in writing and signed by the party charged with waiver. This Agreement shall be governed, construed, interpreted, and enforced in accordance with the laws of the State of Michigan.

**GRCL:**

Grand Rapids Community Legends, Inc.,  
A Michigan non-profit corporation

By: \_\_\_\_\_  
Joseph A. Becherer  
Its: President

**CAA:**

Grand Rapids Kent County Convention/  
Area Authority

By: \_\_\_\_\_  
Rich MacKeigan  
Its: Executive Director

07870 (001) 541083.2



not to exact scale

1, east of corner mark



DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Feb 23	Savor	DG		Banquet C	6P-8P	Concessions training
Thur, Feb 24	Available					
Fri, Feb 25	Griffins vs Lake Erie	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Golf Association of Michigan	DG		Banquet B	6P-7P	Banquet
	Ally Financial			East Nest	6P-9:30P	Banquet
	Jack Link’s Beef Jerky			West Nest	6P-9:30P	Banquet
	Blue Cross/Blue Shield			MOS Corner Office	6P-9:30P	Banquet
	New Horizons-Great Lakes			Crease Club	6P-9:30P	Banquet
	Van Andel-Flikkema			Suite 101A	6P-9:30P	Banquet
	Aastrom			Suite 101B	6P-9:30P	Banquet
	Julie Cullen			Suite 120B	6P-9:30P	Banquet
	Douglas J			Suite 316	6P-9:30P	Banquet
Sat, Feb 26	Available					
Sun, Feb 27	Available					
Mon, Feb 28	Lady Gaga	GC		Arena	2:00 PM 3:00 PM	Floor mark Pre-rig
Tue, Mar 1	Lady Gaga	GC		Arena	8:00 AM TBD 7:00 PM 8:00 PM TBD TBD 11:00 PM	Load-in Entry for Little Monster Zone Doors Support Act Intermission Lady Gaga Load-out
Wed, Mar 2	Available					
Thur, Mar 3	Available					
Fri, Mar 4	Griffins vs Rochester	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	West Side Beer	DG		East Nest	6P-9:30P	Banquet
	Panopoulos Salons			West Nest	6P-9:30P	Banquet
	Priority Health			MOS Corner Office	6P-9:30P	Banquet
	Powell Relocation			Suite 101A	6P-9:30P	Banquet
Sat, Mar 5	Griffins vs Rochester	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-9:50P 9:50P-10:10P	Team practice Doors Hockey game Post-game skate Post-game autographs
		RM		Banquet All	5:30P-7P	Star Wars Night
	Star Tickets	DG		East Nest	6P-10:10P	Banquet
	Rogers Printing			West Nest	6P-10:10P	Banquet
	Summit Training Source			MOS Corner Office	6P-10:10P	Banquet
	Metro PCS			Suite 101A	6P-10:10P	Banquet
	Sun, Mar 6	Available				
Mon, Mar 7	SMG	KA		Arena	8A-8A	Ice maintenance
Tue, Mar 8	SMG	KA		Arena	8A-8A	Ice maintenance
Wed, Mar 9	DOI – Princess Wishes	GC		Arena	8:00 AM	Load-in
Thur, Mar 10	DOI – Princess Wishes	GC		Arena	7:00 PM	Performance
	5/3 Bank Vault will be closed					
	Fifth Third Bank	DG		5/3 Bank Vault	3P-6P	Fifth Third Private function
Fri, Mar 11	DOI – Princess Wishes	GC		Arena	7:00 PM	Performance
	5/3 Bank Vault will be closed					

Sat, Mar 12	DOI – Princess Wishes <b>5/3 Bank Vault will be closed</b>	GC		Arena	11:00 AM 3:00 PM 7:00 PM	Performance Performance Performance
Sun, Mar 13	DOI – Princess Wishes <b>5/3 Bank Vault will be closed</b>	GC		Arena	2:00 PM	Performance
Mon, Mar 14	Available					
Tue, Mar 15	Available					
Wed, Mar 16	Griffins vs Oklahoma City	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Northwood University	DG		Banquet B	6P-7P	Banquet
	Mark's Photo and Video			Banquet C	6P-7P	Banquet
	Boar's Head Provisions			East Nest	6P-9:30P	Banquet
	The Printery			West Nest	6P-9:30P	Banquet
	One Communications			Crease Club	6P-9:30P	Banquet
	Nordic Hot Tubs			Suite 101A	6P-9:30P	Banquet
Thur, Mar 17	Sugarland	GC		Arena	7:30 PM	Performance
Fri, Mar 18	Griffins vs Lake Erie	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Expressions Dance	DG		Crease Club	6P-8P	Dance staging area
	BNI: Business Driven Network			Banquet B	6P-7P	Banquet
	Great Lakes Pride			Banquet C	6P-7P	Banquet
	Cambridge Partners			East Nest	6P-9:30P	Banquet
	Grandville Eye Care			West Nest	6P-9:30P	Banquet
	Priority Health			MOS Corner Office	6P-9:30P	Banquet
	ADP			Suite 101A	6P-9:30P	Banquet
Sat, Mar 19	Griffins vs Rochester	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-9:50P	Team practice Doors Hockey game Post-game skate
		RM		Banquet All	6P-8P	Mascot mania
	Delta Dental	DG		East Nest	6P-9:50P	Banquet
	Amy Pugh			West Nest	6P-9:50P	Banquet
	Fastsigns of Grand Rapids			MOS Corner Office	6P-9:50P	Banquet
	TDS Metro			Crease Club	6P-9:50P	Banquet
	Centennial Securities			Suite 101A	6P-9:50P	Banquet
	DECA			Suite 101B	6P-9:50P	Banquet
Sun, Mar 20	Griffins vs Rockford	GC		Arena	10A-12:30P 3:00 PM 4P-6:30P 6:30P-6:50P 6:50P-7:10P	Team practice Doors Hockey game Post-game skate Post-game autographs
		RM		Crease Club	3P-5P	Band performance
	Michigan Office Solutions	DG		MOS Corner Office	3P-7:10P	Banquet
	Savor			Suite 101A	3P-7:10P	Banquet
Mon, Mar 21	Available					
Tue, Mar 22	Available					
Wed, Mar 23	Griffins vs Toronto	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
		DG		Banquet B/C	5P-7P	Social Media Seminar
	Social Media Bloggers			East Nest	6P-9:30P	Banquet
	John VanKampen			West Nest	6P-9:30P	Banquet
	Nordic Hot Tubs			Suite 101A	6P-9:30P	Banquet
Thur, Mar 24	Available					
Fri, Mar 25	Available					
Sat, Mar 26	WWE Smackdown	GC		Arena	7:30 PM	Performance
Sun, Mar 27	Winter Jam	GC		Arena	6:00 PM	Performance

# DEVOS PLACE

## REVISED WEEKLY - 2011

TUES. MAR 1	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D E-H A-C, GG A-F	7:00AM 7:00AM - 7:00PM 8:00AM - 12:00AM	Show Office - Exhibitors Lounge Open Load-In (Landscapers may work later) Canstruction Build	RC	
	ICSC WEST MI. ALLIANCE	Grand Gallery Monroe A-D Next to Admin Elevators Monroe A-D Monroe A-D Monroe A-D Monroe A-D Monroe A-D Monroe A-D	5:30am 5:30am-7:30am 7:30am-8:00am 8:00am-8:45am 8:45am-11:00am 11:00am-11:15am 11:15am-12:00pm 12:00pm-1:00pm 1:00pm 1:30pm	Client Arrival Client Set-up Registration Continental Breakfast/Networking Presentations Networking Break Panel Discussion Panel Discussion/Boxed Lunch Networking Program Concludes	SM	EST. ATTENDANCE 150
	BROADWAY GRAND RAPIDS - GREASE	DVPH/Lyon Dock DVPH DVPH SIDEWALK  DVPH	7:30am 3:00PM 3:00pm-10:00pm  10:00pm 8:00am - 5:00pm 6:00pm 6:30pm 7:00pm 7:30pm - 9:30pm	Estimated Tour Staff Arrival  Hush Puppies Trailer Arrives Hush Puppies Trailer open for viewing Hush Puppies Trailer Leaves Move In Outside Doors Open Lobby Open Seating Open Performance	AK	EST. ATTENDANCE 1,200 PER SHOW
WED. MAR 2	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D E-H A-C, GG A-F	7:00AM 7:00AM - 7:00PM	Show Office - Exhibitors Lounge Open Load-In (Landscapers may work later)	RC	
	BGR - GREASE	DVPH	6:00pm 6:30pm 7:00pm 7:30pm - 9:30pm	Outside Doors Open Lobby Open Seating Open Performance	AK	EST. ATTENDANCE 1,200 PER SHOW
THURS. MAR 3	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D West Grand Gallery E-H A-C, GG A-F	7:00AM TBD 8:00AM - 3:00PM 10:00AM 3:00PM - 9:30PM	Show Office - Exhibitors Lounge Open Standard Flower Show Load-In Hand Carry Load-In Only Fire Inspection Show Open	RC	EST. ATTENDANCE 35,000
	2011 MFA CONVENTION & TRADE SHOW	Lyon Dock Recital Hall Welsh Lobby Secchia Lobby	8:00am 8:00am 8:00am-8:00pm 8:00am-8:00pm	Flower Delivery and Processing Design Room Set Up Registration Set Up Design Contest Set Up	DA	EST. ATTENDANCE 800-1,000

G A-F = Grand Gallery Meeting Rooms A-F  
GG = Grand Gallery Area  
RO A-F = River Overlook A-F  
O A-H = Overlook Meeting Rooms A-H  
MON A-D = Monroe Meeting Rooms  
EH A-C = Exhibit Halls A-C  
DV = DeVos Performance Hall  
BALL A-D = Ballroom A-D



# DEVOS PLACE

## REVISED WEEKLY – 2011

		Grand Gallery	9:00am-3:00pm	Home & Garden Show Retail Cart/Store Set Up General Set Up, Show Case Set up Design Time Home & Garden Show Retail Cart/Store Hours		
		Secchia Lobby Recital Hall Grand Gallery	2:00pm-10:00pm 2:00pm-10:00pm 3:30pm-9:30pm			
	BROADWAY GRAND RAPIDS -GREASE	DVPH	6:00pm 6:30pm 7:00pm 7:30pm – 9:30pm	Outside Doors Open Lobby Open Seating Open Performance	AK	EST. ATTENDANCE 1,200 PER SHOW
FRI. MAR 4	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D E-H A-C, GG A-F	11:00AM 8:00AM – 12:00PM 11:00AM – 12:00PM 12:00PM – 9:30PM 4:00PM – 7:00PM	Show Office – Exhibitors Lounge Open Junior Master Gardeners Exhibitors Allowed in Exhibit Halls  Show Open Gardening Conf. Setup	RC	EST. ATTENDANCE 35,000
	2011 MFA CONVENTION & TRADE SHOW	Monroe A-D/Lyon Dock  Welsh Lobby Ballroom A  Recital Hall Secchia Lobby River Overlook AB River Overlook EF Grand Gallery  Welsh/Secchia Lobby River Overlook EF Welsh Lobby  Secchia Lobby River Overlook EF	8:00am-8:00pm 8:00am-5:00pm  8:00am-5:00pm 8:00am-4:30pm 9:30am-4:30pm 9:30am-4:30pm 12:00pm-9:30pm  4:00pm-6:30pm 5:00pm 6:00pm  6:45pm-9:30pm 7:00pm-8:15pm 11:00pm	Registration Desk Open Exhibitor, Book Fair, Silent Auction Move In Design Time Design Contest Set Up Business Session Hands On Session Home & Garden Show Retail Cart/Store Hours Design Contest Registration Operations to clean room Progressive Retail Shop Tour Meeting Place Design Contest Judging Hands On Session All Events Conclude for the Evening	DA	EST. ATTENDANCE 800-1000
	ST. MARY'S RECEPTION	Ballroom C/Secchia Lobby Ballroom C/Secchia Lobby Ballroom C/Secchia Lobby DVPH DVPH Ballroom D/Secchia Lobby	5:00pm 6:00pm 6:30pm 7:30pm 8:00pm 10:00pm	Client Arrives  Reception Begins  Hors d'oeuvres Served  Attendees to DPH for Grease Performance Coat Check Closes	RC	EST. ATTENDANCE 565
	BROADWAY GRAND RAPIDS -GREASE	DVPH	6:30pm 7:00pm 7:30pm 8:00pm – 10:00pm	Outside Doors Open Lobby Open Seating Open Performance	AK	EST. ATTENDANCE 1,200 PER SHOW

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BALL A-D = Ballroom A-D

# DEVOS-PLACE

## REVISED WEEKLY – 2011

SAT. MAR 5	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D	8:00AM	RC	EST. ATTENDANCE 35,000
		Monroe Rooms A-D Monroe Rooms A-D Monroe A-D/Lyon Dock E-H A-C, GG A-F West Grand Gallery Grand Gallery E-H A-C, GG A-F	6:30AM 8:30AM – 4:30PM 4:30PM – 6:30PM 9:00AM – 10:00AM 9:00AM – 11:00AM 9:00AM – 9:30PM 10:00AM – 9:30PM	Show Office – Exhibitors Lounge Open Sessions Gardening Conference Gardening Conf. Load Out Exhibitors Allowed in Exhibit Halls Pancake Breakfast Garden and Art Market Open Show Open	
	2011 MFA CONVENTION & TRADE SHOW	Welsh Lobby Ballroom A River Overlook D, E, F River Overlook AB Grand Gallery  River Overlook C Ballroom A River Overlook AB Ballroom A River Overlook D, E, F Ballroom A River Overlook AB Ballroom A Secchia Lobby Ballroom A River Overlook AB	8:00am-5:00pm 9:00am-5:00pm 9:00am-11:30am 9:00am-10:15am 10:00am-9:30pm  10:00am-10:45am 10:45am-12:00pm 10:45am-12:00pm 12:00pm-2:00pm 12:00pm 12:30pm-2:00pm 1:00pm-3:00pm 2:00pm-3:30pm 2:30pm-3:30pm 3:30pm-4:45pm 3:30pm-5:00pm 6:00pm	Registration Desk Open Tradeshaw Open Hands On Sessions Business Session Home & Garden Show Retail Cart/Store Hours Business Session Main Stage Show Business Session Lunch Buffet Operations to clean room Main Stage Show Business Session Product Review Student Design Contest Showcase Main Stage Show Business Session All Events Conclude for the Evening	EST. ATTENDANCE 800-1000
	BROADWAY GRAND RAPIDS -GREASE	DVPH	12:30pm 1:00pm 1:30pm 2:00pm – 4:00pm 6:30pm 7:00pm 7:30pm 8:00pm – 10:00pm	Outside Doors Open Lobby Open Seating Open Performance Outside Doors Open Lobby Open Seating Open Performance	EST. ATTENDANCE 1,200 PER SHOW
SUN. MAR 6	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D E-H A-C, GG A-F	9:00AM	RC	EST. ATTENDANCE 35,000
		Welsh Lobby Ballroom A Ballroom A	10:00AM – 11:00AM 11:00AM – 6:00PM 6:00PM – 10:00PM	Show Office – Exhibitors Lounge Open Exhibitors Allowed in Exhibit Halls  Show Open Load-Out (landscapers to work through night)	
	2011 MFA CONVENTION & TRADE SHOW	Welsh Lobby Ballroom A Ballroom A	7:30am-5:00pm 8:00am-3:30pm 8:00am-8:30am	Registration Desk Open Tradeshaw Open Continental Breakfast/MFA Annual Meeting	EST. ATTENDANCE 800-1,000

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MON A-D = Monroe Meeting Rooms  
EH A-C = Exhibit Halls A-C  
DV = DeVos Performance Hall  
BALL A-D = Ballroom A-D

# DEVOS PLACE

## REVISED WEEKLY – 2011

		Ballroom A River Overlook D, E, F River Overlook AB Ballroom A Grand Gallery  Ballroom A Ballroom A River Overlook AB Ballroom A Ballroom A, Lyon Dock Ballroom A	8:30am-9:30am 9:00am-11:30am 10:00am-12:00pm 10:30am-12:00pm 11:00am-6:00pm  12:00pm-2:00pm 12:30pm-1:45pm 1:45pm-3:15pm 2:15pm-3:30pm 3:30pm-12:00am 3:30pm	Business Session Hands On Sessions Business Session Main Stage Show Home & Garden Show Retail Cart/Store Hours Lunch Buffet Main Stage Show Business Session Main Stage Show Exhibitor Move Out Silent Auction Bids Close		
	BROADWAY GRAND RAPIDS -GREASE	DVPH	11:30am 12:00pm 12:30pm 1:00pm – 3:00pm 5:00pm 5:30pm 6:00pm 6:30pm – 8:30pm 8:30pm – 12:30am	Outside Doors Open Lobby Open Seating Open Performance Outside Doors Open Lobby Open Seating Open Performance Move Out	AK	EST. ATTENDANCE 1,200 PER SHOW
MON. MAR 7	WEST MICHIGAN HOME AND GARDEN SHOW	GGOL A-B, C-D E-H A-C, GG A-F DVPH	8:00AM 8:00AM – 7:00PM 8:00am – 10:00am	Show Office Load-Out House Restore	RC	
	SMG				AK	
	HOPE COLLEGE RECEPTION	MON ABCD	8:00AM-11:59PM	RECEPTION	AK	
	HOPE COLLAGE SHOWCASE	DVPH	8:00AM-11:59PM	PERFORMANCE	AK	
TUES. MAR 8	CRISIS PREVENTION INSTITUTE	MON A	8:00AM-11:59PM	MEETING SPACE	SM	
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	8:00AM-11:59PM	SHOW OFFICE	RC	
	JAMES TAYLOR	DVPH	8:00AM-11:59PM	PERFORMANCE	AK	
WED. MAR 9	CRISIS PREVENTION INSTITUTE	MON A	8:00AM-11:59PM	MEETING SPACE	SM	
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	8:00AM-11:59PM	SHOW OFFICE	RC	
	WEST MICHIGAN WOMEN'S EXPO	Show Office A	12:00pm	SHOW OFFICE A AND LARGE VEHICLE SETUP	DA	
	GRSO CLASSICAL VII: LATIN FIRE	DVPH	8:00AM-11:59PM	SET UP	AK	

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# DEVOS PLACE

## REVISED WEEKLY - 2011

THURS. MAR 10	CRISIS PREVENTION INSTITUTE	MON A	8:00AM-11:59PM	MEETING SPACE	SM	
	MICHIGAN READING ASSOCIATION ANNUAL CONVENTION	Exhibit Hall C Exhibit Hall C Pre-Function Exhibit Hall C	7:00am 12:00pm 1:00pm-6:00pm	Classic Decorating Set Up Client Arrival Registration Set Up	JL	
	WEST MICHIGAN WOMEN'S EXPO	Exhibit Hall A-B	1:00pm-6:00pm 6:55am 7:00am - 8:00am 8:00am - 7:30pm	Limited Move In Client Arrival Move-In for large items Exhibitor Move-In - WOMEN'S EXPO Exhibitor Move-In - BRIDAL SHOW Women's Expo Stage Built SHOW OFFICE	DA	
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	12:00pm - 7:00pm 5:00pm 8:00AM-11:59PM		RC	
	GRSO CLASSICAL VII: LATIN FIRE	DVPH	8:00AM-11:59PM	SET UP	AK	
FRI. MAR 11	MICHIGAN READING ASSOCIATION ANNUAL CONVENTION	Exhibit Hall C Pre-Function Exhibit Hall C Ballroom CD Grand Gallery A-F Ballroom CD Grand Gallery A-F Secchia Lobby Exhibit Hall C Ballroom D	7:00am 7:00am-8:00pm 8:00am-3:00pm 8:45am-10:30pm 10:45am-12:00pm 12:00pm-1:00pm 1:00pm-2:15pm 2:30pm-4:00pm 4:00pm-8:00pm 6:00pm-7:00pm	Client Arrival Registration Open Vendor Load In General Session Pre-Con Breakouts Lunch Pre-Con Breakouts Poster Session and Reception Exhibit Hall Open Reception	JL	EST. ATTENDANCE 3,000
	WEST MICHIGAN WOMEN'S EXPO	Exhibit Hall A-B	7:15am 7:30am - 8:30am 8:00am 8:00am - 4:00pm 10:00am - 8:00pm 11:00am (hourly)	Client Arrival Additional Move-In including Blood Drive Fire Marshall Walk-thru Bridal Show Hand Carry Move-In Expo Blood Drive Shows begin at Main and Cooking Stages Bridal Show Open Brides on the Run Contest	DA	EST. ATTENDANCE 10,000+
	CITY OF GR. MANAGERS MEETING	GGO A	5:00pm - 8:00pm 6:00pm 8:00AM-12:00PM	MEETING SPACE	RC	
	CRISIS PREVENTION INSTITUTE	MON A	8:00AM-11:59PM	MEETING SPACE	SM	
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	8:00AM-11:59PM	SHOW OFFICE	RC	

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# DEVOS PLACE

## REVISED WEEKLY - 2011

	GRSO CLASSICAL VII: <i>LATIN FIRE</i>	DVPH	8:00AM-11:59PM	PERFORMANCE /SHOW	AK	
SAT. MAR 12	MICHIGAN READING ASSOCIATION ANNUAL CONVENTION	Exhibit Hall C Pre-Function Ballroom AB Exhibit Hall C Grand Gallery A-F Exhibit Hall C Ballroom AB	6:30am 7:00am-5:00pm 8:00am-9:45am 10:00am 10:00am-2:45pm 11:00am-6:00pm 3:00pm-4:30pm	Client Arrival Registration Open  General Session Exhibitors Allowed in Hall Breakouts Exhibit Hall Open General Session	JL	EST. ATTENDANCE 3,000
	WEST MICHIGAN WOMEN'S EXPO	Exhibit Hall A-B	5:30am - 6:00am  8:30am 9:00am 10:00am - 8:00pm 11:00am (hourly)  10:00am - 8:00pm 3:00pm	Possible TV remote (TBD Friday 3/11) Client Arrival Exhibitors allowed into hall Expo and Bridal Show Open Shows begin at Main and Cooking Stages Blood Drive Brides on the Run Contest SHOW OFFICE	DA	EST. ATTENDANCE 10,000+
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	8:00AM-11:59PM		RC	
	GRSO CLASSICAL VII: <i>LATIN FIRE</i>	DVPH	8:00AM-11:59PM	PERFORMANCE/SHOW	AK	
SUN. MAR 13	MICHIGAN READING ASSOCIATION ANNUAL CONVENTION	Exhibit Hall C Pre-Function Ballroom AB Exhibit Hall C Exhibit Hall C Ballroom D Ballroom D Ballroom AB Ballroom CD Exhibit Hall C Exhibit Hall C	6:30am 7:00am-5:00pm 10:00am-11:45am 10:00am 11:00am-6:00pm 12:00pm-12:45pm 1:30pm-2:15pm 3:00pm-4:30pm 5:00pm-6:30pm 6:00pm-10:00pm 6:00pm-??	Client Arrival Registration Open  General Session Exhibitors Allowed in Hall Exhibit Hall Open Awards Annual Meeting General Session Made In MI Reception Vendor Load Out Classic Move Out	JL	EST. ATTENDANCE 3,000
	WEST MICHIGAN WOMEN'S EXPO	Exhibit Hall A-B	9:30am 10:00am 11:00am - 5:00pm 12:00pm  3:00pm 5:15pm - 8:00pm	Client Arrival Exhibitors Allowed into Hall Expo and Bridal Show Open Blood Drive Shows begin at Main and Cooking Stages Brides on the Run Contest Exhibitor Move-out SHOW OFFICE	DA	EST. ATTENDANCE 10,000+
	WEST MICHIGAN HOME AND GARDEN SHOW	GGO AB	8:00AM-11:59PM		RC	

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# DEVOSPLACE

## REVISED WEEKLY - 2011

	GILDA'S LAUGHFEST : BILL COSBY	DVPH	4:30PM 7:30PM	PERFORMANCE PERFORMANCE	AK	
MON. MAR 14	MICHIGAN READING ASSOCIATION ANNUAL CONVENTION	Exhibit Hall C Pre-Function Ballroom AB Exhibit Hall C GGO AB	6:30am 7:00am-2:00pm 10:00am-11:45am All day 8:00AM-11:59PM	Client Arrival Registration Open General Session Classic Decorator Move Out SHOW OFFICE	JL	EST. ATTENDANCE 3,000
	WEST MICHIGAN HOME AND GARDEN SHOW				RC	
	GILDA'S LAUGHFEST: OUT OF THE BOX COMEDY	DVPH	12PM-5PM 7PM-9:30PM	MOVE IN PERFORMANCE	AK	
TUES. MAR 15	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SET UP SET UP SET UP SET UP SET UP	JL	
	GILDA'S LAUGHFEST: BETTY WHITE				RC	
WED. MAR 16	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SET UP SET UP SET UP SET UP SET UP	JL	
	GILDA'S LAUGHFEST: STEPHEN LYNCH	DVPH	12PM-5PM 7:30PM-9:30PM 9:30PM-12AM	MOVE IN PERFORMANCE MOVE OUT	AK	
THURS. MAR 17	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT EXHIBIT BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM	JL	
	MI DECA STATE CONFERENCE	BALL ABCD	8:00AM-11:59PM	SET UP	DA	
	GRSO POPS V. LEAHY	DVPH	8AM-12PM 7PM-10PM	SET UP REHEARSAL	AK	
FRI. MAR 18	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT EXHIBIT BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM	JL	

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# DEVOSPLACE

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	MI DECA STATE CONFERENCE	BALL ABCD	8:00AM-11:59PM	GENERAL SESSION	DA	
	MICHAEL MINAJ B-DAY PARTY	MON ABCD	8:00AM-11:59PM	RECEPTION	DA	
	GRSO POPS V. LEAHY	DVPH	8PM-10PM	PERFORMANCE	AK	
SAT. MAR 19	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT EXHIBIT BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM GENERAL SESSION	JL	
	MI DECA STATE CONFERENCE	BALL ABCD	8:00AM-11:59PM	GENERAL SESSION	DA	
	GRSO POPS V. LEAHY	DVPH	8PM-10PM	PERFORMANCE	AK	
SUN. MAR 20	THE ULTIMATE SPORT AND RV SHOW	EH ABC GG GG ABCDEF GGO AH RO AF	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT EXHIBIT BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM GENERAL SESSION	JL	
	MI DECA STATE CONFERENCE	BALL ABCD	8:00AM-11:59PM	GENERAL SESSION	DA	
	GRSO POPS V. LEAHY	DVPH	3PM-5PM	PERFORMANCE	AK	
	GILDA'S LAUGHFEST: GABRIEL IGLESIAS	DVPH	5PM-7PM 8PM-10PM 10PM-12AM	CHANGEOVER PERFORMANCE MOVE OUT	AK	
MON. MAR 21	THE ULTIMATE SPORT & RV SHOW	EH ABC GG GG ACDEF GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	TEARDOWN TEARDOWN TEARDOWN TEARDOWN	JL	
	LAKEFRONT & COTTAGE LIVING SHOW	EH A	8:00AM-11:59PM	SET UP	RC	
	JOE BONAMASSA	DVPH	10AM-3PM 3PM-4PM 8PM-10PM 10PM-12AM	MOVE IN POSSIBLE MASTER CLASS PERFORMANCE MOVE OUT	AK	
TUES. MAR 22	LAKEFRONT & COTTAGE LIVING SHOW	EH AB GG C-D	8:00AM-11:59PM 8:00AM-11:59PM	SET UP SET UP	RC	
	MPA / MACS CONFERENCE AND TRADESHOW	EH C GG ABCDEF	8:00AM-11:59PM 8:00AM-11:59PM	SET UP MEETING SPACE	JL	

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# DEVOSPLACE

## REVISED WEEKLY – 2011

	ACG WESTERN MI. OUTSTANDING GROWTH AWARDS	BALL CD	8:00AM-11:59PM	RECEPTION AREA	RC	
	GRSO CLASSICAL VIII: SEASCAPES	RECITAL HALL	3:30PM-6PM 7:30PM-10PM	REHEARSAL REHEARSAL	AK	
WED. MAR 23	LAKEFRONT & COTTAGE LIVING SHOW	EH AB GG C-D	8:00AM-11:59PM 8:00AM-11:59PM	SET UP OFFICE	RC	
	MPA / MACS CONFERENCE AND TRADESHOW	EH C EH C	8:00AM-11:59PM 8:00AM-11:59PM	SET UP EXHIBIT	JL	
	ONE STOP INC.	GG ABCDEF	8:00AM-11:59PM	MEETING SPACE		
		BALL A BALL B	8:00AM-11:59PM 8:00AM-11:59PM	SETUP SETUP	SM	
	MARATHON OIL RECEPTION	RO AB	8:00AM-11:59PM	RECEPTION		
	FIFTH THIRD OFFICERS MEETING	BALL D CHASE	8:00AM-11:59PM 8:00AM-11:59PM	ANNUAL MEETING PRES. CIRC. WINNERS CELEBRATION		
	GRSO CLASSICAL VIII: SEASCAPES	DVPH	8AM-12PM 3:30PM-6PM 7:30PM-10PM	MOVE IN REHEARSAL REHEARSAL	AK	
THURS. MAR 24	LAKEFRONT & COTTAGE LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM 8:00AM-11:59PM	SET UP OFFICE	RC	
	MPA / MACS CONFERENCE AND TRADESHOW	EH C GG ABCDEF	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT MEETING SPACE	JL	
	ONE STOP INC.	BALL A BALL B	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT LUNCH	SM	
		CHASE RO AF	8:00AM-11:59PM 8:00AM-11:59PM	MEETING SPACE SET UP		
	ANNUAL COMMUNITY SPIRIT AWARDS	BALL C BALL C PRE	8:00AM-11:59PM 8:00AM-11:59PM	DINNER RECEPTION AREA	DA	
	GRSO CLASSICAL VIII: SEASCAPES	DVPH	7:30PM-10PM	REHEARSAL	AK	
FRI. MAR 25	LAKEFRONT & COTTAGE LIVING SHOW	EH AB GG C-D	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT OFFICE	RC	
	BPA STATE LEADERSHIP CONFERENCE	BALL A-D	8:00AM-11:59PM	GENERAL SESSION	TJ	
	MPA / MACS CONFERENCE AND TRADESHOW	EH B-C	8:00AM-12:00PM	TEAR DOWN	JL	
	GRSO CLASSICAL VIII: SEASCAPES	RECITAL HALL DVPH	7PM-7:30PM 8PM-10PM	UPBEAT PERFORMANCE	AK	
SAT. MAR 26	LAKEFRONT & COTTAGE LIVING SHOW	EH AB	8:00AM-11:59PM	EXHIBIT	RC	

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## REVISED WEEKLY – 2011

		GG C-D	8:00AM-11:59PM	OFFICE	
	BPA STATE LEADERSHIP CONFERENCE	BALL A-D BALL A-D BALL A-D	8:00AM-3:00PM 3:00PM-9:00PM 9:00PM-12:00AM	GENERAL SESSION DINNER RECEPTION	TJ
	GRSO CLASSICAL VIII: SEASCAPES	RECITAL HALL DVPH	7PM-7:30PM 8PM-10PM 10PM-12AM	UPBEAT PERFORMANCE MOVE OUT	AK
SUN. MAR 27	LAKEFRONT & COTTAGE LIVING SHOW	EH AB GG C-D	8:00AM-11:59PM	EXHIBIT EXHIBIT	RC
	BPA STATE LEADERSHIP CONFERENCE	BALL A-D	8:00AM-11:59PM	GENERAL SESSION	TJ
MON. MAR 28	LAKEFRONT & COTTAGE LIVING SHOW	EH AB	8:00AM-11:59PM	TEARDOWN	RC
	NACAC SPRING COLLEGE FAIR	EH C GG C-F	5:00PM-11:59PM 5:00PM-11:59PM	SETUP SETUP	SM
	CAA COMMUNITY ENGAGEMENT RECEPTION	BALL CD	5:00PM-8:00PM	RECEPTION	DA

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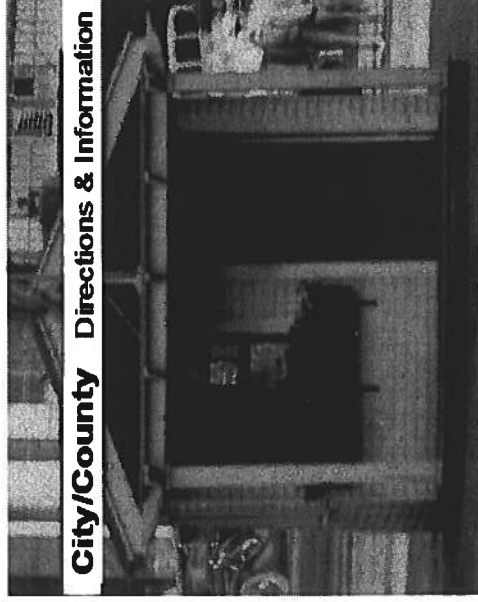
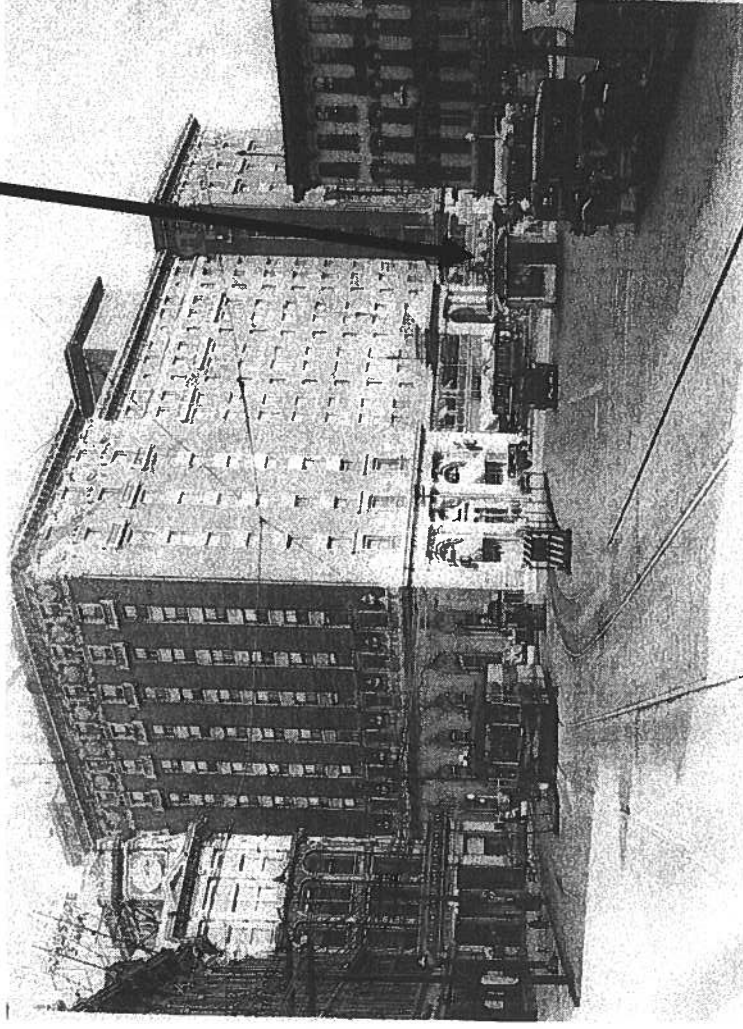
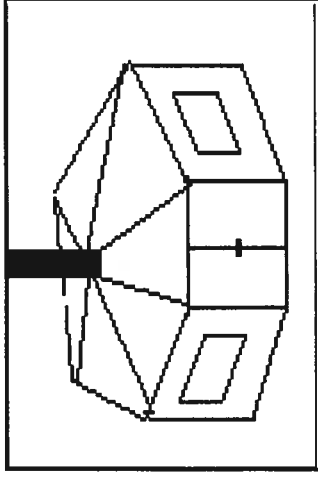
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# Information Booth - circa 1930

**A 365 day a year operation which will bring visitors, tourists, conventioners and residents**

- A Daily Menu Matrix of restaurant's hours of operation for that day, daily special, address and phone number
- "The Walking Tour of Downtown Grand Rapids" in a variety of languages (sister city languages & more)
- MAPS: Both walking and driving
- Traffic/Construction/Detours reporting and updating
- and many, many other useful tools that tourists, visitors, conventioners and residents will find most interesting and useful!

## Directions and Information Booth



616-293-9056 NativeGR@aol.com  
Michigan Flashcard - Scott Atchison  
PO box 1235  
Grand Rapids, MI 49501

March 04 2011