GRAND RAPIDS-KENT COUNTY
CONVENTION / ARENA AUTHORITY
ENTERTAINMENT, CONVENTION, SHOW & SPORTS FACILITIES

Agenda

Board of Directors

Friday, March 2, 2012
Following CAA Finance Committee Meeting
Kent County Commission Chambers
300 Monroe, NW – Grand Rapids, MI

1.	Call to Order		Steven R. Heacock
2.	Presentation by SMG Sales Team		Kathy Bart
3.	Minutes of February 3, 2012		Action
4.	Committee Reports		
	A.	Operations Committee	
	B.	Finance Committee	
		i. Acceptance of SMG Financial Statements	Action
		ii. Acceptance of CAA Financial Statements	Action
		iii. Second Quarter Consolidated Budget Summary/ Financial Report	Information
5.	DeVos Place® Permanent Advertising		Action
6.	SMG Report and Facilities Calendars		Information
7.	Public Comment		
8.	Adjournment		

Next Meeting Date: Friday, April, 2012 Immediately
Following the CAA Operations Committee Meeting

MINUTES OF THE GRAND RAPIDS-KENT COUNTY CONVENTION/ARENA AUTHORITY BOARD OF DIRECTORS MEETING Friday, February 3, 2012

1. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:38 a.m. Secretary/Treasurer, Birgit Klohs, recorded the meeting minutes.

Attendance

Members Present:	Steve Heacock, Chair	
	Lew Chamberlin	
	George Heartwell	
	Birgit Klohs	
	Joe Tomaselli	
Members Absent:	Gary McInerney	
	Floyd Wilson, Jr.	
Staff/Others:	Kathy Bart	SMG
	David Czurak	*Grand Rapids Business Journal*
	Glenn Del Vecchio	Grand Rapids Ballet Company
	Brian Dykema	Interested Citizen
	Scott Gorsline	Grand Rapids Griffins
	Tim Gortsema	Grand Rapids Griffins
	George Helmstead	Experience Grand Rapids
	Lynne Ike	SMG
	Chris Machuta	SMG
	Greg Sundstrom	City of Grand Rapids
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jim Watt	SMG
	Richard Wendt	Dickinson Wright

2. Grand Rapids Ballet Company

Glenn Del Vecchio, Executive Director, of the Grand Rapids Ballet Company attended the meeting to provide an update on the organization. Mr. Del Vecchio stated that he appreciated the opportunity to provide input into the revised booking policy, which provides for more flexibility. This year, DeVos Performance Hall was able to host both the Nutcracker ballet and Broadway's Les Miserables during the holidays. The Nutcracker is the prime revenue generator for ballet companies and the Grand Rapids Company moved to from the first week of December to Thanksgiving weekend this year to accommodate a run of Les Miserables. The ballet then picked up with its Nutcracker performances the second week of December. Although splitting the performance dates was a source of angst initially, Mr. Del Vecchio leveraged the two shows for marketing and, thus, did not take a financial hit. From this experience, Mr. Del Vecchio learned that he could find ways to grow the business and the goal of bringing the arts groups together worked out successfully. Typically, arts groups are insular but Mr. Del Vecchio would like to get the dancers out in the community more often to make the community aware that the Company employs "rock star" dancers. The Ballet Company is working with the public schools to bring in ballet teachers because arts budgets have been slashed. Chair Heacock extended his appreciation to Mr. Del Vecchio and the Grand Rapids Ballet Company for the national level talent that resides here in Grand Rapids.

3. Minutes of Prior Meeting

Motion: Mr. Tomaselli, supported by Ms. Klohs, moved to approve the Minutes of the January 6, 2012, meeting of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.

4. Committee Reports

A. Operations Committee

Motion: Mr. Chamberlin, supported by Ms. Klohs, moved to approve an amendment to the FY 2012 capital budget to allow for additional work regarding the Lyon Street design costs, in an amount not to exceed $50,000. The motion carried unanimously.

Motion: Mr. Chamberlin, supported by Ms. Klohs, moved to approve an amendment to the FY 2012 budget to allow an additional allocation for diversity initiative expenses, in an amount not to exceed $40,000. The motion carried unanimously.

Motion: Mr. Chamberlin, supported by Mr. Tomaselli, moved to approve a three-year extension of the Memorandum of Agreement with Wine & Food Festival, LLC, upon the same terms and conditions. The motion carried unanimously.

B. Finance Committee

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

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to accept the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the period ended December 31, 2011. The motion carried unanimously.

ii. CAA Financial Statements

Motion: Ms. Klohs, supported by Mr. Heartwell, moved to accept the CAA Financial Statements for the period ended December 31, 2011. The motion carried unanimously.

6. SMG Report and Facilities Calendar

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

7. Public Comment

None.

8. Next Meeting Date

The date for next CAA Board meeting is Friday, March 2, 2012, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the CAA Finance Committee meeting.

9. Adjournment

There being no other business, the meeting adjourned at 9:15 a.m.

Birgit M. Klohs, Recording Secretary

Item 4.B.i.

DE VOS PLACE

FINANCIAL STATEMENT
FOR THE PERIOD ENDED JANUARY 31, 2012

Distribution:

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

An SMG Managed Facility

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

	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	307	175	482	477	5
ATTENDANCE	283,907	234,631	518,538	513,000	5,538
DIRECT EVENT REVENUE	1,315,603	1,209,135	2,524,738	2,531,170	(6,432)
ANCILLARY REVENUE	1,157,318	804,178	1,961,496	1,890,266	71,230
TOTAL EVENT REVENUE	2,472,921	2,013,313	4,486,234	4,421,436	64,798
TOTAL OTHER REVENUE	154,038	93,427	247,465	218,245	29,220
TOTAL OPERATING REVENUE	2,626,958	2,106,740	4,733,699	4,639,681	94,018
INDIRECT EXPENSES					
EXECUTIVE	90,491	88,919	179,410	176,104	(3,306)
FINANCE	138,187	87,723	225,910	230,513	4,603
MARKETING	51,686	49,294	100,980	104,162	3,182
OPERATIONS	829,988	618,226	1,448,214	1,440,134	(8,080)
EVENT SERVICES	514,880	423,238	938,118	966,856	28,738
BOX OFFICE	56,746	31,349	88,095	79,211	(8,884)
SALES	206,245	159,586	365,831	362,659	(3,172)
OVERHEAD	1,152,556	887,903	2,040,459	2,055,546	15,087
TOTAL OPERATING EXP.	3,040,780	2,346,238	5,387,017	5,415,184	28,168
NET REVENUE ABOVE EXPENSES	**(413,822)**	**(239,498)**	**(653,318)**	**(775,503)**	**122,186**
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	**(413,822)**	**(239,498)**	**(653,318)**	**(775,503)**	**122,186**

Comments:

DeVos Place starts the second half of the fiscal year in strong fashion as revenue continues to come in ahead of budget. January also marks the unofficial kickoff of the consumer show season with large increases in attendance for the Auto Show, Antiques, and Bridal Shows hosted during the month. The balance of the fiscal year could be very strong if the trend continues through the rest of the shows.

General Manager

Finance Director

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

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

MONTH	January Actual	January Budget	January FY 2011
Number of Events	46	46	47
Attendance	75,369	59,650	65,066
Direct Event Income	$295,173	$262,387	$262,008
Ancillary Income	187,494	163,265	145,674
Other Income	17,173	18,413	8,876
Indirect Expenses	(487,162)	(451,266)	(468,832)
Net Income	$12,678	($7,201)	($52,274)

YTD	YTD 2012 Actual	YTD 2012 Budget	YTD 2011 Prior Year
Number of Events	312	307	282
Attendance	283,907	283,356	245,569
Direct Event Income	$1,315,603	$1,368,909	$1,204,681
Ancillary Income	1,157,318	1,090,714	1,076,947
Other Income	154,038	127,013	100,314
Indirect Expenses	(3,040,781)	(3,158,862)	(2,953,315)
Net Income	($413,822)	($572,226)	($571,373)

EVENT INCOME

Direct event income came in higher than budget for the month as the consumer shows all performed ahead of prior year and budgeted expectations.

ANCILLARY INCOME

Ancillary income came in ahead of budget with most of the overage being attributed to decorating revenue.

INDIRECT EXPENSES

Indirect expenses came in a little over budget, however, within the forecasted expecations.

DeVos Place
Income Statement
For the Seven Months Ending January 31, 2012

	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	$305,964	$263,691	$42,273	$288,578	$1,383,773	$1,391,323	($7,550)	$1,301,969
Service Revenue	173,738	170,821	2,917	165,999	1,470,196	1,174,932	295,264	1,076,207
Service Expenses	(184,529)	(172,125)	(12,404)	(192,569)	(1,538,366)	(1,197,346)	(341,020)	(1,173,495)
Total Direct Event Income	**295,173**	**262,387**	**32,786**	**262,008**	**1,315,603**	**1,368,909**	**(53,306)**	**1,204,681**
Ancillary Income								
F&B Concession	18,886	16,466	2,420	18,582	66,265	58,495	7,770	62,322
F&B Catering	33,763	38,816	(5,053)	26,420	386,900	355,438	31,462	361,092
Novelty Sales	339	1,222	(883)	252	5,240	8,363	(3,123)	3,371
Booth Cleaning	63,470	31,023	32,447	24,103	144,650	123,182	21,468	107,631
Telephone/Long Distance	0	2,222	(2,222)	0	113	9,776	(9,663)	225
Electrical Services	35,337	36,187	(850)	38,512	233,268	232,611	657	226,942
Audio Visual	17,751	20,180	(2,429)	23,843	186,070	173,160	12,910	183,432
Internet Services	3,873	4,121	(248)	877	30,731	25,992	4,739	33,598
Equipment Rental	14,075	13,028	1,047	13,085	104,081	103,697	384	98,334
Total Ancillary Income	**187,494**	**163,265**	**24,229**	**145,674**	**1,157,318**	**1,090,714**	**66,604**	**1,076,947**
Other Event Income								
Ticket Rebates(Per Event)	15,594	13,830	1,764	7,139	139,092	94,932	44,160	74,240
Total Other Event Income	**15,594**	**13,830**	**1,764**	**7,139**	**139,092**	**94,932**	**44,160**	**74,240**
Total Event Income	**498,261**	**439,482**	**58,779**	**414,821**	**2,612,013**	**2,554,555**	**57,458**	**2,355,868**
Other Operating Income								
Luxury Box Agreements	1,130	1,750	(620)	1,213	9,275	12,250	(2,975)	12,024
Other Income	448	2,833	(2,385)	524	5,671	19,831	(14,160)	14,050
Total Other Operating Income	**1,578**	**4,583**	**(3,005)**	**1,737**	**14,946**	**32,081**	**(17,135)**	**26,074**
Adjusted Gross Income	**499,839**	**444,065**	**55,774**	**416,558**	**2,626,959**	**2,586,636**	**40,323**	**2,381,942**
Operating Expenses								
Salaries and Wages	221,440	231,512	(10,072)	232,407	1,690,583	1,620,584	69,999	1,605,299
Payroll Taxes and Benefits	105,782	60,020	45,762	92,383	501,188	420,140	81,048	435,820
Labor Allocations to Events	(120,488)	(123,027)	2,539	(131,595)	(999,630)	(861,189)	(138,441)	(887,514)
Net Salaries and Benefits	**206,734**	**168,505**	**38,229**	**193,195**	**1,192,141**	**1,179,535**	**12,606**	**1,153,605**
Contracted Services	23,732	23,340	392	22,442	173,837	163,380	10,457	171,276
General and Administrative	20,723	28,475	(7,752)	30,300	176,639	199,325	(22,686)	185,915
Operations	2,937	9,812	(6,875)	3,991	65,649	68,684	(3,035)	62,981
Repair and Maintenance	52,238	41,922	10,316	48,219	301,536	293,454	8,082	251,063
Operational Supplies	11,414	19,083	(7,669)	14,840	97,845	133,581	(35,736)	94,351
Insurance	21,852	17,192	4,660	15,173	110,342	120,344	(10,002)	113,014
Utilities	133,990	129,450	4,540	127,304	828,000	906,150	(78,150)	827,533
SMG Management Fees	13,542	13,487	55	13,368	94,792	94,409	383	93,577
Total Operating Expenses	**487,162**	**451,266**	**35,896**	**468,832**	**3,040,781**	**3,158,862**	**(118,081)**	**2,953,315**
Net Income(Loss) From Operations	**12,677**	**(7,201)**	**19,878**	**(52,274)**	**(413,822)**	**(572,226)**	**158,404**	**(571,373)**
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	**12,677**	**(7,201)**	**19,878**	**(52,274)**	**(413,822)**	**(572,226)**	**158,404**	**(571,373)**

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Seven Months Ending January 31, 2012

Event Type	Events/Days Actual	Events/Days Budget	Attendance Actual	Attendance Budget	Total Event Income Actual	Total Event Income Budget
Convention/Trade Shows	68	72	67,384	80,280	1,020,513	1,031,832
Consumer/Gated Shows	24	24	56,999	53,336	348,530	334,864
Devos Performance Hall	87	87	99,357	101,650	590,459	530,789
Banquets	34	30	17,938	19,500	175,768	219,540
Meetings	76	76	19,251	18,240	279,620	250,724
Other	23	23	22,978	10,350	197,123	186,806
GRAND TOTALS	312	312	283,907	283,356	2,612,013	2,554,555
As Percentage of Overall						
Convention/Trade Shows	21.79%	23.08%	23.73%	28.33%	39.07%	40.39%
Consumer/Gated Shows	7.69%	7.69%	20.08%	18.82%	13.34%	13.11%
Devos Performance Hall	27.88%	27.88%	35.00%	35.87%	22.61%	20.78%
Ballroom Exclusive	10.90%	9.62%	6.32%	6.88%	6.73%	8.59%
Meetings	24.36%	24.36%	6.78%	6.44%	10.71%	9.81%
Other	7.37%	7.37%	8.09%	3.65%	7.55%	7.31%

DeVos Place
Balance Sheet
As of January 31, 2012

ASSETS

Current Assets		
Cash	1,089,308	
Account Receivable	887,787	
Prepaid Expenses	170,742	
Total Current Assets		**$2,147,837**
Total Assets		**$2,147,837**

LIABILITIES AND EQUITY

Current Liabilities		
Accounts Payable	(374,789)	
Accrued Expenses	361,483	
Deferred Income	61,369	
Advanced Ticket Sales & Deposits	1,320,106	
Total Current Liabilities		$1,368,169
Other Liabilities		
Equity		
Funds Remitted to CAA	(300,000)	
Expenses Paid Direct by CAA	731,873	
Beginning Balance Equity	761,617	
Current Year Equity	(413,822)	
Total Equity		$779,668
Total Liabilities and Equity		**$2,147,837**

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of January 31, 2012

Current - Under 30 Days		
	Food & Beverage	52,663
	Ticketing	23,433
	Merchandise	547
	Decorating	63,470
	Audio/Visual	17,750
	Van Andel Arena	(12,888)
	Operating	553,802
Over 30 Days		123,697
Over 60 Days		65,313
Over 90 Days		
Total Accounts Receivable		887,787

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

MANAGEMENT FEE SUMMARY

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

Incentive Fee Calculation (Only if above greater than zero)

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

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

Item 4.B.i.

VAN ANDEL ARENA

FINANCIAL STATEMENT
FOR THE PERIOD ENDED JANUARY 31, 2012

Distribution:

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

An SMG Managed Facility

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

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	51	52	103	100	3
ATTENDANCE	271,024	241,332	512,356	542,200	(29,844)
DIRECT EVENT INCOME	627,653	608,720	1,236,373	1,259,448	(23,075)
ANCILLARY INCOME	587,698	448,516	1,036,214	1,101,555	(65,341)
TOTAL EVENT INCOME	1,215,351	1,057,236	2,272,587	2,361,003	(88,416)
TOTAL OTHER INCOME	1,410,033	1,195,295	2,605,328	2,635,440	(30,112)
TOTAL INCOME	2,625,384	2,252,531	4,877,915	4,996,443	(118,528)
INDIRECT EXPENSES					
EXECUTIVE	105,805	82,196	188,001	178,704	(9,297)
FINANCE	123,129	105,032	228,161	239,921	11,760
MARKETING	148,441	113,237	261,678	272,230	10,552
OPERATIONS	865,233	728,456	1,593,689	1,603,341	9,652
BOX OFFICE	62,066	55,893	117,959	124,564	6,605
LUXURY SEATING	25,970	48,246	74,216	87,276	13,060
SKYWALK ADMIN	9,415	13,502	22,917	23,956	1,039
OVERHEAD	785,934	615,626	1,401,560	1,395,230	(6,330)
TOTAL INDIRECT EXP.	2,125,992	1,762,188	3,888,181	3,925,222	37,041
NET REVENUE ABOVE EXPENSES	**499,392**	**490,343**	**989,734**	**1,071,221**	**(81,487)**
LESS INCENTIVE FEE			-	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	**499,392**	**490,343**	**989,734**	**1,071,221**	**(81,487)**

Comments:

January was a successful month as a sold out Brad Paisley concert and strong selling Arenacross and Harlem Globetrotter dates were all hosted during the month.

General Manager

Director of Finance

VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JANUARY 31, 2012

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

MONTH	January Actual	January Budget	January FY 2011
Number of Events	10	10	17
Attendance	53,168	50,500	70,446
Direct Event Income	$106,281	$72,238	$186,622
Ancillary Income	136,483	114,938	186,648
Other Income	199,705	193,591	267,228
Indirect Expenses	(302,050)	(327,101)	(330,011)
Net Income	$140,419	$53,666	$310,487

YTD	YTD 2012 Actual	YTD 2012 Budget	YTD 2011 Prior Year
Number of Events	51	53	64
Attendance	271,024	297,400	287,830
Direct Event Income	$627,653	$737,265	$581,130
Ancillary Income	587,698	620,875	567,926
Other Income	1,410,033	1,532,339	1,270,265
Indirect Expenses	(2,125,992)	(2,289,707)	(2,172,202)
Net Income	$499,392	$600,772	$247,119

EVENT INCOME

Event Income came in ahead of budget for the month as Brad Paisley sold out and Harlem Globetrotters finished consistent with prior year (and ahead of budget).

ANCILLARY INCOME

Ancillary income came in ahead of budget for the month based on higher than expected attendance.

INDIRECT EXPENSES

Indirect expenses came in consistent with budget and forecast overall.

Van Andel Arena
Income Statement
For the Seven Months Ending January 31, 2012

	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	$176,187	$135,537	40,650	$276,610	$804,073	$947,244	(143,171)	$896,486
Service Revenue	106,856	82,051	24,805	282,814	797,862	756,053	41,809	1,039,755
Service Expenses	(176,762)	(145,350)	(31,412)	(372,802)	(974,282)	(966,032)	(8,250)	(1,355,111)
Total Direct Event Income	**106,281**	**72,238**	**34,043**	**186,622**	**627,653**	**737,265**	**(109,612)**	**581,130**
Ancillary Income								
F&B Concession	108,446	96,074	12,372	154,550	478,288	514,001	(35,713)	480,718
F&B Catering	9,246	5,156	4,090	14,341	41,542	38,218	3,324	35,594
Novelty Sales	14,841	9,358	5,483	13,757	51,128	52,486	(1,358)	33,861
Booth Cleaning	0	0	0	0	0	0	0	355
Audio Visual	0	0	0	0	0	0	0	18
Other Ancillary	3,950	4,350	(400)	4,000	16,740	16,170	570	17,380
Total Ancillary Income	**136,483**	**114,938**	**21,545**	**186,648**	**587,698**	**620,875**	**(33,177)**	**567,926**
Other Event Income								
Ticket Rebates(Per Event)	29,486	23,337	6,149	62,049	201,885	246,381	(44,496)	168,935
Total Other Event Income	**29,486**	**23,337**	**6,149**	**62,049**	**201,885**	**246,381**	**(44,496)**	**168,935**
Total Event Income	**272,250**	**210,513**	**61,737**	**435,319**	**1,417,236**	**1,604,521**	**(187,285)**	**1,317,991**
Other Operating Income								
Luxury Box Agreements	111,891	111,255	636	155,992	805,378	872,965	(67,587)	740,301
Advertising	54,000	52,083	1,917	44,000	371,133	364,581	6,552	322,724
Other Income	4,328	6,916	(2,588)	5,187	31,637	48,412	(16,775)	38,305
Total Other Operating Income	**170,219**	**170,254**	**(35)**	**205,179**	**1,208,148**	**1,285,958**	**(77,810)**	**1,101,330**
Adjusted Gross Income	**442,469**	**380,767**	**61,702**	**640,498**	**2,625,384**	**2,890,479**	**(265,095)**	**2,419,321**
Operating Expenses								
Salaries and Wages	133,548	160,923	(27,375)	165,605	1,083,045	1,126,461	(43,416)	1,080,743
Payroll Taxes and Benefits	57,393	45,035	12,358	68,945	293,101	315,245	(22,144)	274,966
Labor Allocations to Events	(52,462)	(72,806)	20,344	(102,424)	(485,608)	(509,642)	24,034	(448,918)
Net Salaries and Benefits	**138,479**	**133,152**	**5,327**	**132,126**	**890,538**	**932,064**	**(41,526)**	**906,791**
Contracted Services	17,238	22,140	(4,902)	23,952	132,667	154,980	(22,313)	143,727
General and Administrative	19,558	27,758	(8,200)	27,440	166,108	194,306	(28,198)	197,633
Operations	1,306	4,742	(3,436)	1,600	13,781	33,194	(19,413)	13,931
Repair and Maintenance	10,656	17,599	(6,943)	9,301	138,755	123,193	15,562	87,222
Operational Supplies	8,007	17,550	(9,543)	20,354	83,011	122,850	(39,839)	113,418
Insurance	12,141	10,840	1,301	11,033	67,328	75,880	(8,552)	77,229
Utilities	81,123	79,833	1,290	90,337	538,839	558,831	(19,992)	538,174
SMG Management Fees	13,542	13,487	55	13,868	94,965	94,409	556	94,077
Total Operating Expenses	**302,050**	**327,101**	**(25,051)**	**330,011**	**2,125,992**	**2,289,707**	**(163,715)**	**2,172,202**
Net Income(Loss) From Operations	**140,419**	**53,666**	**86,753**	**310,487**	**499,392**	**600,772**	**(101,380)**	**247,119**
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	**140,419**	**53,666**	**86,753**	**310,487**	**499,392**	**600,772**	**(101,380)**	**247,119**

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Seven Months Ended January 31, 2012

Event Type	Events/Days Actual	Events/Days Budget	Attendance Actual	Attendance Budget	Total Event Income Actual	Total Event Income Budget
Family Show	12	13	32,089	29,500	110,321	118,202
Sporting Event	4	4	17,813	17,000	117,486	85,127
Concert	13	14	95,398	122,000	900,816	1,103,496
Team Home Games	21	21	119,221	123,900	269,995	283,248
Other	1	1	6,503	5,000	18,618	14,448
GRAND TOTALS	51	53	271,024	297,400	1,417,236	1,604,521
As Percentage of Overall						
Family Show	23.53%	24.53%	11.84%	9.92%	7.78%	7.37%
Sporting Event	7.84%	7.55%	6.57%	5.72%	8.29%	5.31%
Concert	25.49%	26.42%	35.20%	41.02%	63.56%	68.77%
Team Home Games	41.18%	39.62%	43.99%	41.66%	19.05%	17.65%
Other	1.96%	1.89%	2.40%	1.68%	1.31%	0.90%

Van Andel Arena
Balance Sheet
As of January 31, 2012

ASSETS

Current Assets		
Cash	2,541,453	
Account Receivable	1,347,291	
Prepaid Expenses	155,922	
Total Current Assets		**$4,044,666**
Total Assets		**$4,044,666**

LIABILITIES AND EQUITY

Current Liabilities		
Accounts Payable	167,405	
Accrued Expenses	574,530	
Deferred Income	2,148,983	
Advanced Ticket Sales & Deposits	990,574	
Total Current Liabilities		$3,881,492
Other Liabilities		
Equity		
Funds Remitted to CAA	(1,300,000)	
Expenses Paid Direct by CAA	497,284	
Beginning Balance Equity	466,498	
Current Year Equity	499,392	
Total Equity		$163,174
Total Liabilities and Equity		**$4,044,666**

5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of January 31, 2012

Current - Under 30 Days		
	Food & Beverage	207,877
	Ticketing	65,670
	Merchandise	3,968
	Permanent Advertising	693,263
	DeVos Place	12,888
	Operating	284,915
Over 30 Days		45,710
Over 60 Days		33,000
Over 90 Days		
Total Accounts Receivable		1,347,291

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

MANAGEMENT FEE SUMMARY

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

Incentive Fee Calculation (Only if above greater than zero)

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

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

Item 4.B.ii.

GRAND RAPIDS-KENT COUNTY
CONVENTION / ARENA AUTHORITY
ENTERTAINMENT, CONVENTION, SHOW & SPORTS FACILITIES

Memorandum

To: CAA Board

From: Robert J. White

Subject: January 31, 2012, Administrative Financial Statements

Date: February 28, 2012

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

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

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

Balance Sheet (Unconsolidated):

- The cash and investments position decreased by $.3 million from June 30, 2011. This is generally in line with the budget forecast.

- Fund balance increased by $1.5 million from the January 31, 2011 level. This increase is attributed primarily to capital additions of equipment. The working capital position increased by $.65 million.

January Revenue/Expense:

- Parking Management. Current-year expenses include $57,715 for sealing/striping of the DeVos Place® parking facility. After discounting for this activity, recurring expenses are within budget.

- Pedestrian Safety. Current-year expenses are running 84.0% over prior year. The current year includes a billing for December activity. After discounting for the additional month, expenses are still trending up by +29.0%. Activity in November was significantly increased over the same month in the prior year.

- Interest earnings. The FY 2012 budget forecast was based on an average interest earnings rate of 1%. Interest was reported at 0.76% for July, declining to rate of 0.534% for December. At current trends, a revised full-year forecast would approximate $120,000, resulting in a budget shortfall of $86,000.

- Utilities. Current expenditures do not include all electrical charges at DeVos Place® for October, November, and December. After accrual for these invoices, current expenses are trending at 0.1% over prior year, which is in line with budget.

- The current DID assessment expense includes only partial payment. The City has not yet mailed the invoice for Van Andel Arena®. Upon receipt and payment of the invoice, expenses will match the budget.

- Overall Expense. Operating expenses are budgeted at a 9.7% annual increase. For the first seven months of the fiscal year, actual operating expenses are running at a 1.0% increase over prior year. With accrual for outstanding DeVos Place® electrical charges, expenditures are running at a 7.5% increase over prior year.

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

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet (Unconsolidated)
January 31, 2012

		2010	2011
Assets			
Cash -	Operating	$ 81,189	$ 579,016
Investments -	Kent County	20,571,889	20,724,529
Capital Assets (Net)		788,841	1,611,131
Total Assets		$ 21,441,919	$ 22,914,676
Liabilities & Fund Balance			
Accounts Payable		$ 215,889	$ 183,080
Fund Balance		21,226,030	22,731,596
Total Liabilities & Fund Balance		$ 21,441,919	$ 22,914,676

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

	Annual			Year-To-Date		
	FY 2011 Final	FY 2012 Budget	Percentage Change	FY 2011 7/1 - 1/31	FY 2012 7/1 - 1/31	Percentage Change
Revenues:						
Transfers from SMG	$ 2,652,127	$ 2,645,318	(0.2)	$ 1,400,000	$ 1,600,000	14.3
Parking	956,690	1,090,000	13.9	399,023	452,416	13.4
Interest	200,030	206,000	3.0	111,845	78,191	(30.1)
Miscellaneous	30,981	30,000	(3.2)	5,474	31,145	469.0
Total Revenues	3,839,828	3,971,318	3.4	1,916,342	2,161,752	12.8
Expenditures:						
Operations						
- Utilities	2,284,002	2,349,600	2.9	1,208,196	1,108,234	(8.3)
- Parking Management	190,802	263,579	38.1	52,936	113,472	114.4
- Pedestrian Safety	104,015	108,000	3.8	25,231	46,430	84.0
- Marketing - CVB/Sports	100,000	100,000	-	25,000	25,000	-
- DID Assessment	55,103	58,721	6.6	55,103	38,398	(30.3)
- Landscaping	17,895	30,000	67.6	14,270	16,367	14.7
- Food & Beverage Repairs	7,500	40,000	433.3	7,500	-	(100.0)
Administration						
- Wages/Benefits	144,169	116,724	(19.0)	76,047	56,478	(25.7)
- Consulting Services[(2)]	-	76,663	100+	-	54,442	100+
- Professional Services	77,697	71,000	(8.6)	38,288	35,531	(7.2)
- Diversity Initiative	35,828	50,000	39.6	15,507	28,443	83.4
- Procurement of Art	9,100	30,000	229.7	-	9,229	100+
- Insurance	23,561	24,000	1.9	23,561	27,502	16.7
- Supplies/Other	36,386	67,500	85.5	16,605	13,724	(17.4)
Operating Expenditures	3,086,058	3,385,787	9.7	1,558,244	1,573,250	1.0
Capital R/R/A[(1)]	3,416,302	926,000	(72.9)	2,823,315	292,050	(89.7)
Total Expenditures	6,502,360	4,311,787		4,381,559	1,865,300	
Excess (Deficiency) of Revenues Over Expenditures	(2,662,532)	(340,469)	87.2	$ (2,465,217)	$ 296,452	112.2
Balance, beginning of period	24,728,394	22,065,862				
Balance, end of period	$ 22,065,862	$ 21,725,393				

NOTES:

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

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

GRAND RAPIDS-KENT COUNTY
CONVENTION / ARENA AUTHORITY
ENTERTAINMENT, CONVENTION, SHOW & SPORTS FACILITIES

Memorandum

To: Members of the CAA Board

From: Robert White

Subject: Second Quarter Consolidated Budget Summary/Financial Report

Date: January 31, 2012

The attached table provides an analysis of operating revenues, expenses, and capital expenditures by functional area. The analysis compares prior year actual with current year budget allowance and first quarter of prior fiscal year financial performance with second quarter current year (FY 2012) financial performance.

The attached report may be further summarized in the following manner:

	Annual			Year To Date		
	FY 2011 Actual	FY 2012 Budget	Percent Change	FY 2011 7/1/-12/31	FY 2012 7/1-12/31	Percent Change
Net Proceeds - VAA	$ 924,636	$ 1,158,221	25.3	$ (19,730)	$ 424,010	2,244.0
- DVP	105,363	(144,083)	(236.7)	(304,408)	(231,227)	24.0
- Other	(276,228)	(428,608)	(55.2)	(125,560)	(214,646)	(71.0)
Net Income*	$ 753,770	$ 585,530	(22.3)	$ (449,698)	$ (21,863)	94.9

*Before depreciation

Second quarter financial performance, for Van Andel Arena®, is running significantly positive to budget based on an increase in concert bookings. DeVos Place® revenue trend is running ahead of budget resulting in "net proceeds" running well ahead of prior-year levels. The "Other" activity expenditures (administration) are within budget. The increase in deficit is attributed to continued declines in interest earnings.

Grand Rapids-Kent County Convention/Arena Authority
Budget Summary by Facility/Other
Six-Month Financial Trends for Period Ended December 31, 2011

	Annual			Year-To-Date		
	FY 2011 Actual	FY 2012 Budget	Percentage Change	FY 2011 7/1 - 12/31	FY 2012 7/1 - 12/31	Percentage Change
Van Andel Arena						
Operating - Revenues	$ 4,633,187	$4,996,443	7.8	$1,778,824	$2,182,915	22.7
- Expenses - Facilities	(3,629,810)	(3,762,722)	(3.7)	(1,769,942)	(1,734,556)	(2.0)
- Base Management Fees	(160,417)	(162,500)	(1.3)	(80,208)	(81,424)	1.5
Net Operating Income (Loss)	842,960	1,071,221	27.4	(71,326)	$366,935	514.4
Parking	152,655	160,000	4.8	68,067	71,950	5.7
Pedestrian Safety	(70,979)	(73,000)	2.8	(16,471)	(14,875)	(9.7)
Net Proceeds (Cost) of VAA	924,636	1,158,221	25.3	(19,730)	424,010	2244.0
DeVos Place Convention Center						
Operating - Revenues	4,881,357	4,639,681	(5.0)	1,965,386	2,127,119	8.2
- Expenses - Facilities	(5,195,775)	(5,252,685)	(1.1)	(2,404,275)	(2,472,368)	2.8
- Base Management Fees	(160,417)	(162,500)	(1.3)	(80,208)	(81,250)	1.3
Net Operating Loss	(474,835)	(775,504)	(63.3)	(519,097)	(426,499)	17.8
Parking	613,233	666,421	16.8	223,450	200,242	(10.4)
Pedestrian Safety	(33,036)	(35,000)	6.0	(8,761)	(4,970)	43.3
Net Proceeds (Cost) of DVP	105,362	(144,083)	(236.7)	(304,408)	(231,227)	24.0
Other						
Revenues						
Interest	200,030	206,000		111,845	68,674	
Miscellaneous	30,981	30,000		5,474	9,578	
	231,011	236,000	2.2	117,319	78,252	(33.3)
Expenses						
Administration	(481,844)	(594,608)		(148,506)	(213,133)	
Other Operating	(25,395)	(70,000)		(94,373)	(79,765)	
	(507,239)	(664,608)	(25.0)	(242,879)	(292,898)	(20.6)
Net Other	(276,228)	(428,608)	(31.0)	(125,560)	(214,646)	(71.0)
Total Net Proceeds/Operating	753,770	585,530		(449,698)	(21,863)	
Capital Expenditures	(3,416,302)	(926,000)		(2,693,022)	(289,401)	
Results Net of Capital Expenditures	$ (2,662,532)	$ (340,470)		$ (3,142,720)	$ (311,264)	

GRAND RAPIDS-KENT COUNTY
CONVENTION / ARENA AUTHORITY
ENTERTAINMENT, CONVENTION, SHOW & SPORTS FACILITIES

Memorandum

To: CAA Board Members
From: Gary McInerney
Date: February 22, 2012
Re: Permanent Advertising at DeVos Place®

You may recall that in October 2005, I presented you with potential financial opportunities for the CAA to realize new revenues that would fund ongoing capital and maintenance needs. From these ideas, we have instituted a premium seating program at DeVos Performance Hall and developed the International Wine, Beer & Food Festival, both of which are proving to be very successful. By the end of this current fiscal year, these combined efforts will have contributed nearly $300,000 to the bottom line of our facilities. I have continued to work with Rich MacKeigan in exploring other options, including permanent advertising at DeVos Place®, and feel we now are able to progress beyond the conceptual phase.

While the practice of advertising in arenas and stadiums is commonplace, advertising and signage at convention facilities is a little different. The funding of construction for DeVos Place® included donor recognition that we must be sensitive to. We must consider operational issues, the arts tenants desire to promote their shows, our continued efforts to feature art at DeVos Place®, and take into account that DeVos Place® is a premier venue for ArtPrize. Even with these items in mind, I believe there could still be opportunities for new revenue streams within this context, and Rich agrees.

Permanent advertising at the convention center would attract a different client base than at the arena, thus avoiding the cannibalization of current advertising dollars. The clientele at DeVos Place® would offer permanent advertisers access to a different customer base, with a higher focus on business to business marketing rather than advertising directed at concert goers or sports fans.

I would recommend that we authorize SMG to initiate a plan for advertising opportunities at DeVos Place®, as well as forecasting some numbers to assess the impact on the bottom line of our operation. I would recommend SMG continue this process with the Operations/Marketing Committee with my continued involvement. I am not recommending we move forward with selling advertising at DeVos Place®, but that we study the potential and make a decision with data we collect.

VAN ANDEL ARENA GRAND RAPIDS
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

VAN ANDEL ARENA® WEEKLY

Item 6

DATE '12	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Feb 29	Griffins	KA		Arena	4:30P-7P	Team practice
Thur, Mar 1	Available					
Fri, Mar 2	Griffins vs Rochester	BF	ROD	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Dematic	DG		Banquet D	6P-9:30P	Banquet
	Priority Health			Crease Club	6P-9:30P	Banquet
	Hickey Combs			East Nest	6P-9:30P	Banquet
	Centennial Securities			West Nest	6P-9:30P	Banquet
	W. Mich Oral & Maxillofacial			MOS Corner Office	6P-9:30P	Banquet
	Voisard Management Group			Suite 101A	6P-9:30P	Banquet
	Gigi Peal			Suite 101B	6P-9:30P	Banquet
Sat, Mar 3	Griffins vs Oklahoma City	BF	CHRIS	Arena	10A-12:30P 2:00 PM 2:30P-3:30P 4P-5P 6:00 PM 7P-9:30P 9:30P-10:30P	Team practice Doors Pre-game hockey game Pre-game hockey game Doors Hockey game Post-game skate
		RM		Banquet All	6P-8P	Star Wars night
	Oklahoma City Barons	DG		Banquet D	9:30P-10:30P	Post-game meal
	KEMA Services, Inc.			Crease Club	6P-9:50P	Banquet
	Custom Printers			East Nest	6P-9:50P	Banquet
	Star Tickets			West Nest	6P-9:50P	Banquet
	Acme Tire and Auto			MOS Corner Office	6P-9:50P	Banquet
	Nancy Gamby			Suite 101A	6P-9:50P	Banquet
	Kool Chevrolet			Suite 101B	6P-9:50P	Banquet
Sun, Mar 4	Available					
Mon, Mar 5	Available					
Tue, Mar 6	Available					
Wed, Mar 7	Available					
Thur, Mar 8	Thunder Nationals	BF		Arena	8:00 AM	Load-in
Fri, Mar 9	Thunder Nationals	BF	KATHY	Arena	7:00 PM	Performance
Sat, Mar 10	Thunder Nationals	BF	EDDIE	Arena	2:00 PM 7:00 PM	Performance Performance
Sun, Mar 11	Thunder Nationals	BF	TODD	Arena	2:00 PM	Performance
Mon, Mar 12	American Culinary Federation	DG		5/3 Bank Vault	5:30 PM	Meeting
Tue, Mar 13	SMG	KA		Arena	8A-8P	Ice maintenance
Wed, Mar 14	SMG	KA		Arena	8A-8P	Ice maintenance
Thur, Mar 15	SMG	KA		Arena	8A-8P	Ice maintenance
Fri, Mar 16	Griffins vs Toronto	BF	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Hope Lodge	DG		Banquet B	6P-7P	Banquet
	Direct Electronics Plus			Banquet D	6P-7P	Banquet
	Expressions Dance			Crease Club	6P-8P	Staging area
	West Side Beer Distributing			East Nest	6P-9:30P	Banquet
	Direct Electronics Plus			West Nest	6P-9:30P	Banquet
	Michigan Office Solutions			MOS Corner Office	6P-9:30P	Banquet
	Summit Training Source			Banquet 101A	6P-9:30P	Banquet

Sat, Mar 17	Griffins vs Hamilton	BF	ROD	Arena	10A-12:30P 12:30 PM 1P-2P 2:30P-3:30P 4P-5P 6:00 PM 7P-9:30P 9:30P-9:50P 9:50P-10:30P	Team practice Doors Pre-game hockey game Pre-game hockey game Pre-game hockey game Doors Hockey game Post-game autographs Post-game skate
	Hope Lodge	DG		Banquet B	6P-7P	Banquet
	Blue Cross/Blue Shield			East Nest	6P-10:30P	Banquet
	JA Golf Scramble Winner			West Nest	6P-10:30P	Banquet
	Marriott Courtyard Downtown			MOS Corner Office	6P-10:30P	Banquet
	Earthlink			Crease Club	6P-10:30P	Banquet
	Comerica Bank			Suite 101A	6P-10:30P	Banquet
Sun, Mar 18	Black Keys	BF	CHRIS	Arena	7:30 PM	Performance
Mon, Mar 19	SMG	KA		Arena	8A-8P	Ice maintenance
	Savor	DG		Banquet D	6P-7P	TIPS training
Tue, Mar 20	SMG	KA		Arena	8A-8P	Ice maintenance
Wed, Mar 21	Disney on Ice	BF		Arena	8:00 AM	Load-in
Thur, Mar 22	Disney on Ice	BF	LYNNE	Arena	7:00 PM	Performance
Fri, Mar 23	Disney on Ice	BF	TODD	Arena	7:00 PM	Performance
Sat, Mar 24	Disney on Ice	BF	JIM	Arena	11:00 AM 3:00 PM 7:00 PM	Performance Performance Performance
Sun, Mar 25	Disney on Ice	BF	TODD	Arena	2:00 PM 6:00 PM	Performance Performance
Mon, Mar 26	Available					
Tue, Mar 27	Available					
Wed, Mar 28	Available					
Thur, Mar 29	Available					
Fri, Mar 30	Griffins vs Charlotte	BF	JIM	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Marcus Fayhee	DG		Banquet B	6P-7P	Banquet
	CORT			East Nest	6P-9:30P	Banquet
	Grandville Eye Care			West Nest	6P-9:30P	Banquet
	Marriott Courtyard Downtown			MOS Corner Office	6P-9:30P	Banquet
	Great Lakes Chemical			Crease Club	6P-9:30P	Banquet
	Gordon Food Service			Suite 101A	6P-9:30P	Banquet
Sat, Mar 31	Griffins vs Oklahoma City	BF	JIM	Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-10:15P	Team practice Doors Hockey game Post-game skate
		DG		Banquet D	5:30P-8P	STH Giveaway
	Kelly IT Resources			Banquet C	6P-7P	Banquet
	Wolverine Wood Products			East Nest	6P-10:15P	Banquet
	Marriott Courtyard Downtown			MOS Corner Office	6P-10:15P	Banquet
	Appletree Christian Learning Center			Crease Club	6P-10:15P	Banquet
	ITC Energy			Suite 101A	6P-10:15P	Banquet
Sun, Apr 1	Winter Jam	BF		Arena	6:00 PM	Performance

DEVOS PLACE

REVISED WEEKLY – 2012

TUES. FEB 28	2012 Home and Garden Show	GGO AB, CD Exhibit Hall A-C, GG A-F	7:00am 7:00am-7:00pm	Client Arrival/Show Office & Exhibitors Lounge Open Load In – Landscapers may work later	DA	
	Fifth Third Treasury Management Forum	Ballroom AB Ballroom AB Ballroom AB	8:00am-5:00pm 4:00pm-5:00pm 5:00pm	Client and AV Arrival/Set-up/Departure Dry Run of Speaker Session Set 3 rows of tables closest to the stage	AC	Est. Attendance: 900
	GRS 5th Grade Concerts	DVPH	8:30am 9:40am-10:40am 11:10am -12:10pm	Outside Doors Open/Usher Meeting Performance Performance	JH	Est. Attendance: 1200 per show
WED. FEB 29	2012 Home and Garden Show	GGO AB, CD Exhibit Hall A-C, GG A-F	7:00am 7:00am-7:00pm	Client Arrival/Show Office & Exhibitors Lounge Open Load In – Landscapers may work later	DA	
	Fifth Third Treasury Management Forum	 Ballroom AB and Secchia Lobby Ballroom AB and Secchia Lobby Ballroom AB RO A-F, GGO E-H Secchia Lobby Secchia Lobby RO A-F, GGO E-H Ballroom AB RO A-F, GGO E-H Secchia Lobby	8:00am 9:30am 11:15am 11:30am -1:30pm 12:20pm 1:30pm - 2:20pm 2:00pm - 3:00pm 2:00pm - 3:00pm 2:30pm - 3:20pm 2:30pm 3:30pm - 4:20pm 4:30pm - 5:30pm 5:30pm - 7:00pm	Client and AV Arrival/Set-up Fifth Third Volunteer Crew Call Doors Open Lunch Session Google Hangout with Governor Snyder Breakout Session #1 **OPS QUICK CHANGE** to cocktail party set Piano Tuner Breakout Session #2 Load-Out of Ballroom Breakout Session #3 Cocktail Party Load-Out of Breakout Rooms	AC	Est. Attendance: 900
	DTE Customer Assistance Day	Ballroom CD Ballroom CD Ballroom B	2:00pm 2:00pm-6:00pm 4:00pm	Client Arrival Load in/Set-up Available when 5/3 Lunch ends	CJ	
	GRS 5th Grade Concerts	DVPH	8:30am 9:40am-10:40am 11:10am -12:10pm	Outside Doors Open/Usher Meeting Performance Performance	JH	Est. Attendance: 1200 per show
THURS. MAR 1	2012 Home and Garden Show	GGO AB, CD Exhibit Hall A-C, GG A-F GG Overlook GH Exhibit Hall A-C, GG A-F	7:00am 8:00am-3:00pm TBD 10:00am 11:00am-12:30pm **3:00pm-9:00pm**	Client Arrival/Show Office & Exhibitors Lounge Open Hand Carry Load In Only Standard Flower Show Load In Fire Inspection AGRLP Meeting **Show Open**	DA	Est. Attendance: 35,000
	MFA Great Lakes Floral Expo	Lyon Dock Recital Hall Welsh Lobby Secchia Lobby Grand Gallery Secchia/Welsh Lobby Recital Hall Grand Gallery	8:00am 8:00am 8:00am-8:00pm 8:00am-8:00pm 9:00am-3:00pm 2:00pm-10:00pm 2:00pm-10:00pm 3:30pm-9:30pm	Flower Delivery and Processing Design Room Set Up Registration Set Up Design Contest Set Up Home & Garden Show Retail Cart Set Up General Set Up, Show Case Set Up Design Time Home & Garden Show Retail Cart/Store Hours	CJ	
	DTE Customer Assistance Day	Ballroom BCD Chase Boardroom	7:30am 8:30am-10:00am 10:00am-4:00pm	Client Arrival Staff Breakfast Event Hours	CJ	

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DeVos Place

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		Ballroom BCD/Lyon Dock	4:00pm-8:00pm	Load Out		
	GRS 5th Grade Concerts	DVPH	8:30am 9:40am-10:40am 11:10am -12:10pm	Outside Doors Open/Usher Meeting Performance Performance	JH	Est. Attendance: 1200 per show
FRI. MAR 2	2012 Home and Garden Show	Ballroom CD Exhibit Hall A-C, GG A-F Ballroom CD GGO AB, CD Exhibit Hall A-C, GG A-F GG Overlook GH Monroe A-D/Lyon Dock	7:00am-10:00am 8:00am 8:00am-12:00pm 9:30am 10:40am 11:00am-12:15pm 11:00am 11:00am **12:00pm-9:00pm** 12:15pm-1:30pm 4:00pm-7:00pm	AV Load In Client Arrival Junior Master Gardeners Standale Lumber Arrival Doors Open Candice Olson Seminar Show Office & Exhibitors Lounge Open Exhibitors Allowed in the Halls **Show Open** Candice Olson Luncheon MSU Gardening Conf. Load In	DA	Est. Attendance: 35,000
	MFA Great Lakes Floral Expo	Welsh Lobby Ballroom A Recital Hall Secchia Lobby River Overlook AB River Overlook EF Grand Gallery Welsh/Secchia Lobby River Overlook AB Welsh Lobby Secchia Lobby Ballroom A River Overlook AB Ballroom A	8:00am-10:00pm 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-9:00pm 7:15pm-8:30pm 9:00pm-10:00pm 11:00pm	Registration Desk Open Exhibitor, Book Fair, Silent Auction Move In Design Time Design Contest Set Up Hands On Session Business Session Home & Garden Show Retail Cart/Store Hours Design Contest Registration Operations to clean room Progressive Retail Shop Tour Meeting Place Design Contest Judging Trade Show Open Hands On Session Main Stage Show All events conclude for the evening	CJ	Est. Attendance: 800-1,000
	GRS 5th Grade Concerts	DVPH	8:30am 9:40am-10:40am 11:10am -12:10pm	Outside Doors Open/Usher Meeting Performance Performance	AK	Est. Attendance: 1200 per show
	GRS: SYMPHONY WITH SOUL	DVPH/LYON DOCK	12:00PM-5:00PM 7:30PM – 10:00PM	MOVE IN REHEARSAL	JH	
SAT. MAR 3	2012 Home and Garden Show	Monroe A-D GGO AB, CD Monroe A-D Exhibit Hall A-C, GG A-F West Grand Gallery Exhibit Hall A-C, GG A-F Monroe A-D/Lyon Dock	7:30am 8:00am 8:30am-4:30pm 9:00am 9:00am-11:00am **10:00am-9:00pm** 4:30pm-6:30pm	MSU Gardening Conference Arrival Client Arrival/Show Office & Exhibitors Lounge Open MSU Gardening Conference Exhibitors Allowed in the Halls Pancake Breakfast **Show Open** MSU Gardening Conf. Load Out	DA	Est. Attendance: 35,000
	MFA Great Lakes Floral Expo	Welsh Lobby Ballroom A River Overlook A, B, C River Overlook EF Grand Gallery	8:00am-5:00pm 9:00am-5:00pm 9:00am-11:30am 9:00am-10:15am 10:00am-9:30pm	Registration Desk Open Tradeshow Open Hands On Session Business Session Home & Garden Show Retail Cart/Store Hours	CJ	Est. Attendance: 800-1,000

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		River Overlook EF Ballroom A River Overlook A, B, C Ballroom A River Overlook EF Ballroom A Secchia Lobby Ballroom A River Overlook EF	10:45a-12:00p 11:30pm-1:30pm 12:00pm 12:30pm-1:15pm 1:00pm-3:00pm 2:00pm-3:00pm 2:00pm-3:30pm 3:30pm-4:45pm 3:30pm-5:00pm 6:00pm	Business Session Lunch served 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		
	CELEBRATION OF SOUL	BALL CD/ BALL PRE-FUNC	10:00AM – 3:00PM 5:00PM-6:00PM 6:00PM-7:50PM 10:00PM – 11:30PM 11:30PM – 1:00AM	MOVE IN RECEPTION DINNER/PROGRAM RECEPTION	AK	
	GRS: SYMPHONY WITH SOUL	DVPH	3:30PM – 6:00PM 8:00PM – 10:30PM 10:30PM – 12:00AM	REHEARSAL PERFORMANCE MOVE OUT	AK	
SUN. MAR 4	2012 Home and Garden Show	GGO AB, CD Exhibit Hall A-C, GG A-F	9:00am 10:00am **11:00am-6:00pm** 6:00pm-10:00pm	Client Arrival/Show Office & Exhibitors Lounge Open Exhibitors Allowed in the Halls **Show Open** Load Out – Landscapers may work through the night	DA	Est. Attendance: 35,000
	MFA Great Lakes Floral Expo	Welsh Lobby Ballroom A Ballroom A Ballroom A River Overlook A, B River Overlook EF Grand Gallery Ballroom A Ballroom A River Overlook EF Ballroom A River Overlook EF Ballroom A Ballroom A Ballroom A	7:30am-5:00pm 8:00am-3:30pm 8:00am-8:30am 8:30am-9:30am 9:00am-11:30am 10:00a-11:30a 11:00am-6:00pm 10:00a-11:30a 11:30am-1:30pm 12:00pm-1:30pm 12:30pm-1:45pm 1:45pm-3:15pm 2:00pm 2:15pm-3:30pm 3:30-12:00am	Registration Desk Open Tradeshow Open Continental Breakfast/MFA Annual Meeting Main Stage Panel Business Session Hands On Session Business Session Home & Garden Show Retail Cart/Store hours Main Stage Show Lunch Served Business Session Main Stage Show Business Session Silent Auction Bids Close Main Stage Show Exhibitor Load Out	CJ	Est. Attendance: 800-1,000
	Grand Rapids Youth Symphony & Classical Orchestra	DVPH Lyon St. between Dock & Welsh DVPH	10:00am– 12:00pm 11:30am 12:00pm 1:00pm – 2:40pm 1:30pm 2:00pm 2:30pm **3:00pm – 5:30pm** 5:30pm – 8:30pm	Move In WKTV Arrival/Parking Backstage Open/Musician Arrival Rehearsal Outside Doors/Inside Box Office Open Lobby Open Seating Open **Performance** Move Out	AK	
MON. MAR 5	2012 Home and Garden Show	GGO AB, CD Exhibit Hall A-C, GG A-F	8:00am 8:00am-7:00pm	Client Arrival Load Out	DA	

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DEVOS PLACE

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	HOPE COLLEGE SHOWCASE	DVPH MON ABCD DVPH	8AM-2PM 3PM-6:45PM 6:30PM-8PM 8PM-9:45PM 9:45PM-12AM	MOVE IN REHEARSAL RECEPTION PERFORMANCE MOVE OUT	AK	
TUES. MAR 6	MI ASSN FOR COMPUTER USERS IN LEARNING ANNUAL CONFERENCE	GG A-F GO A-H EH AB P-FUNC EH C	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SETUP SETUP REGISTRATION DECORATOR IN	JD	
	ICSC	BALL C BALL C PRE-FUNC	8:00AM-11:59PM 8:00AM-11:59PM	MEETING REGISTRATION	AC	
	GRS CLASSICAL 7: RACH 2 MEETS SIBELIUS	RECITAL	2PM – 5PM 7:30PM – 10PM	SETUP REHEARSAL	AK	
WED. MAR 7	MI ASSN FOR COMPUTER USERS IN LEARNING ANNUAL CONFERENCE	EH C SECCHIA LOBBY GG A-F GGO A-H EH AB P-FUNC BALL B-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SETUP REGISTRATION BREAKOUT ROOM BREAKOUT ROOM REGISTRATION GENERAL SESSION	JD	
	GRS CLASSICAL 7: RACH 2 MEETS SIBELIUS	DVPH	8AM-12PM 3:30PM-6PM 7:30PM-10PM	SETUP REHEARSAL REHEARSAL	AK	
THURS. MAR 8	MI ASSN FOR COMPUTER USERS IN LEARNING ANNUAL CONFERENCE	EH AB P-FUNC GGO A-H GG A-F SECCHIA LOBBY EH C BALL B-D RO AB	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	REGISTRATION BREAKOUT ROOM BREAKOUT ROOM REGISTRATION EXHIBIT BREAKOUT MEETING SPACE	JD	
	WEST MICHIGAN WOMEN'S EXPO	EH-AB	8:00AM-11:59PM	SETUP	DA	
	GRS CLASSICAL 7: RACH 2 MEETS SIBELIUS	DVPH	3:30PM-6PM 7:30PM-10PM	REHEARSAL REHEARSAL	AK	
FRI. MAR 9	MI ASSN FOR COMPUTER USERS IN LEARNING ANNUAL CONFERENCE	BALL B-D EH C SECCHIA LOBBY GG A-F GGO A-H EH AB P-FUNC	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	BREAKOUT EXHIBIT REGISTRATION BREAKOUT ROOM BREAKOUT ROOM REGISTRATION	JD	
	WEST MICHIGAN WOMEN'S EXPO	EH-AB	8:00AM-11:59PM	SETUP/EXHIBIT	DA	
	MI READING ASSN ANNUAL CONVENTION	BALL A RO A-F RO PRE-FUNC CHASE	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	GENERAL SESSION BREAKOUT BREAKOUT BREAKOUT	CJ	
	GRS CLASSICAL 7: RACH 2 MEETS SIBELIUS	RECITAL HALL DVPH	7PM-7:30PM 8PM-10PM	UPBEAT PERFORMANCE	JH	

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SAT. MAR 10	WEST MICHIGAN WOMEN'S EXPO	EH AB	8:00AM-11:59PM	EXHIBIT	DA	
	MI READING ASSN ANNUAL CONVENTION	EH C BALL A-D EH C PRE-FUNC SECCHIA	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT GENERAL SESSION REGISTRATION BREAKOUT	CJ	
	GRS CLASSICAL 7: RACH 2 MEETS SIBELIUS	RECITAL HALL DVPH	7PM-7:30PM 8PM-10PM 10PM-12AM	UPBEAT PERFORMANCE	JH	
SUN. MAR 11	WEST MICHIGAN WOMEN'S EXPO	EH-AB	8:00AM-11:59PM	EXHIBITS TEAR DOWN	DA	
	MI READING ASSN ANNUAL CONVENTION	EH C EH C PRE FUNC BALL A-D SECCHIA	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBITS REGISTRATION GENERAL SESSION BREAK	CJ	
	LAUGHFEST: THE LAURIE BERKNER BAND	DVPH	6AM – 11AM 1PM-3PM	MOVE IN PERFORMANCE	AK	
MON. MAR 12	LAUGHFEST: OUT OF THE BOX COMEDY	DVPH	12PM-5PM 7:00PM – 10:00PM	MOVE IN PERFORMANCE	JH	
TUES. MAR 13	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
	LAUGHFEST: PATCH ADAMS "HUMOR AND HEALTH"	DVPH	12PM-5PM 7PM-9PM	MOVE IN PERFORMANCE	AK	
WED. MAR 14	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
THURS. MAR 15	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
	LAUGHFEST 2012	BALL AB	8:00AM-11:59PM	SETUP	DA	
FRI. MAR 16	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	

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DEVOS PLACE

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		GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW		
	LAUGHFEST 2012	BALL A-D MON A-D	8:00AM-11:59PM 8:00AM-11:59PM	SETUP BANQUET	DA	
	GRS POPS 5: LIVE AND LET DIE: THE MUSIC OF PAUL MC CARTNEY	DVPH	8AM-1PM 3PM-6PM 8PM-10PM	MOVE IN REHEARSAL PERFORMANCE	AK	
SAT. MAR 17	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
	LAUGHFEST 2012	BALL A-D CHASE MON A-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	DINNER BANQUET DRESSING ROOMS	DA	
	GRS POPS 5: LIVE AND LET DIE: THE MUSIC OF PAUL MC CARTNEY	DVPH	8PM-10PM	PERFORMANCE	AK	
SUN. MAR 18	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
	2012 MI SOCIETY FOR RESP. CARE	BALL BC	8:00AM-11:59PM	SETUP	AC	
	GRS POPS 5: LIVE AND LET DIE: THE MUSIC OF PAUL MC CARTNEY	DVPH	3PM-5PM 5PM-6PM	PERFORMANCE MOVE OUT	AK	
	LAUGH FEST: RODNEY CARRINGTON	DVPH	5PM-8PM 8PM-10PM 10PM-1AM	MOVE IN PERFORMANCE MOVE OUT	AK	
MON. MAR 19	THE ULTIMATE SPORT SHOW	EH A-C GG GG A-F GGO A-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD	
	COTTAGE & LAKEFRONT LIVING SHOW	EH A	5:01PM-11:59PM	SETUP	CJ	
	2012 MI SOCIETY FOR RESP. CARE	BALL B BALL C	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT MEETING SPACE	AC	
	INTERLOCHEN CENTER FOR THE ARTS	DVPH MON A DVPH	9AM-1PM 2PM-4PM 5PM-7PM 7PM-9PM 9PM-11PM	MOVE IN REHEARSAL RECEPTION PERFORMANCE MOVE OUT	JH	
TUES. MAR 20	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB	8:00AM-11:59PM	EXHIBIT	CJ	
	MI. PETROLEUM ASSOC. & MI ASSOC OF	EH C	8:00AM-11:59PM	SETUP	DA	

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	CONVENIENCE STORES 2012 ANNUAL CONFERENCE & TRADESHOW	GG A-F	8:00AM-11:59PM	SETUP		
	2012 MI SOCIETY FOR RESP. CARE	BALL C RO A-D BALL B	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	MEETING SPACE BREAKOUT ROOM EXHIBIT	AC	
WED. MAR 21	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW	CJ	
	MI. PETROLEUM ASSOC. & MI ASSOC OF CONVENIENCE STORES 2012 ANNUAL CONFERENCE & TRADESHOW	EH C GG A-F	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBITS MEETING	DA	
	2012 MI SOCIETY FOR RESP. CARE	BALL C RO A-D	8:00AM-11:59PM 8:00AM-11:59PM	GENERAL SESSION BREAKOUT	AC	
	WINNING TODAY… BUILDING TOMORROW	BALL A COAT BALL AB BALL AB PRE FUNC	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	CONFERENCE CONFERENCE CONFERENCE	JD	
	JANE'S ADDICTION	DVPH	8AM-5PM 8PM-10:30PM 10:30PM-1AM	MOVE IN PERFORMANCE MOVE OUT	AK	
THURS. MAR 22	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM	EXHIBIT	CJ	
	MI. PETROLEUM ASSOC. & MI ASSOC OF CONVENIENCE STORES 2012 ANNUAL CONFERENCE & TRADESHOW	EH C GG A-F	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT MEETING	DA	
	WINNING TODAY… BUILDING TOMORROW	BALL A COAT BALL AB BALL AB PRE-FUNC	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	CONFERENCE CONFERENCE CONFERENCE	JD	
FRI. MAR 23	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM	PUBLIC SHOW	CJ	
	MI PETROLEUM ASSOC. & MI ASSOC OF CONVENIENCE STORES 2012 ANNUAL CONFERENCE & TRADESHOW	EH C	8:00AM-11:59PM	TEARDOWN	DA	
	2012 ANNUAL STATE LEADERSHIP CONF.	BALL A-D	8:00AM-11:59PM	CONVENTION	TJ	
SAT. MAR 24	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM	PUBLIC SHOW	CJ	
	GVSU-HTM MIXER	RO AB RO AB LOBBY	8:00AM-11:59PM 8:00AM-11:59PM	RECEPTION RECEPTION	AC	
	2012 ANNUAL STATE LEADERSHIP CONF.	BALL A-D	8:00AM-11:59PM	CONVENTION	TJ	
SUN. MAR 25	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB GGO AB	8:00AM-11:59PM	PUBLIC SHOW	CJ	
	2012 ANNUAL STATE LEADERSHIP CONF.	BALL A-D	8:00AM-3:00PM	CONVENTION	TJ	

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MON. MAR 26	BOY SCOUTS OF AMERICA BUILDING CHARACTER CELEBRATION DINNER	BALL A-D RO PRE-FUNC RO F MON A-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	BANQUET RECEPTION MEETING STORAGE	DA	
	COTTAGE AND LAKEFRONT LIVING SHOW	EH AB	8:00AM-11:59PM	PUBLIC SHOW	CJ	
	GRS: BALLROOM WITH A TWIST	DVPH	9AM-5PM	MOVE IN	AK	

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