



## Board of Directors

Wednesday, May 27, 2009

8:00 a.m. – 9:30 a.m.

Kent County Commission Chambers  
300 Monroe, NW – Grand Rapids, MI

Convention

Arena

Authority

### A G E N D A

Steven Heacock,

Chairman

Birgit Klohs

Clif Charles

Gary McInerney

George Heartwell

Joseph Tomaselli

Lew Chamberlin

- |              |   |             |
|--------------|---|-------------|
| <b>I.</b>    | <b>Call to Order</b>  |             |
| <b>II.</b>   | <b>Presentation by Grand Rapids Symphony: Peter T. Kjome, President &amp; CEO</b> |             |
| <b>III.</b>  | <b>Approval of April 22, 2009, Minutes</b>  | Action      |
| <b>IV.</b>   | <b>Committee Reports</b>  |             |
|              | A. Operations Committee   | Information |
|              | i. CVB Report   | Information |
|              | B. Finance Committee  |             |
|              | i. SMG April 2009 Financial Statements -<br>DeVos Place® and Van Andel Arena®     | Action      |
|              | ii. CAA April 2009 Financial Statements   | Action      |
|              | iii. Preliminary Review of Fiscal Year 2010 Budgets                               | Information |
|              | iv. Preliminary Review of Fiscal Year 2010<br>DeVos Place® Five-Year Rate Sheets  | Information |
| <b>V.</b>    | <b>SMG Report and Facilities Calendars</b>  | Information |
| <b>VI.</b>   | <b>Public Comment</b>   |             |
| <b>VII.</b>  | <b>Adjournment</b>  |             |
| <b>VIII.</b> | <b>Next Meeting Date: Wednesday, June 24, 2009</b>                                |             |



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

**DEVOS PLACE**

DeVos Place  
303 Monroe Ave. NW  
Grand Rapids, MI 49503-2230  
616.742.6500  
Fax 616.742.6590



## MINUTES OF THE GRAND RAPIDS-KENT COUNTY CONVENTION/ARENA AUTHORITY BOARD OF DIRECTORS MEETING Wednesday, April 22, 2009

### I. Call to Order

Steven R. Heacock, Chairperson, called the meeting to order at 8:05 a.m. Secretary/Treasurer Birgit Klohs recorded the meeting minutes.

#### Attendance

Members Present: Steve Heacock, Chairperson  
Lew Chamberlin  
Clif Charles  
George Heartwell  
Birgit Klohs  
Joseph Tomaselli

Members Absent: Gary McInerney

Staff/Others:	David Czurak	<i>Grand Rapids Business Journal</i>
	Jim Day	Kent County
	Daryl Delabbio	Kent County
	Brian Dykema	Interested Citizen
	George Helmstead	CVB
	Chris Machuta	SMG
	Rich MacKeigan	SMG
	Drew Nikodem	IATSE
	Doug Small	CVB
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids
	Jim Watt	SMG
	Richard Wendt	Dickinson Wright
	Robert White	Kent County

### II. Reappointment of Board Members

Mary Hollinrake performed the oath of office for George Heartwell, who was reappointed to a four-year term expiring December 31, 2012

### III. Minutes of Prior Meeting

*Motion: Mr. Chamberlin, supported by Mr. Heartwell, moved to approve the Minutes of the February 25, 2009, meeting of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.*

#### IV. Committee Reports

##### a. Operations Committee

Mr. Chamberlin reported that signage and way finding deficiencies are beginning to surface at DeVos Place® through experience and operation. A significant sum has been expended already on enhancing the signage, but more is needed especially in the parking garage. SMG staff is developing ideas for the 2010 capital budget. The Operation Committee suggested working with a signage consultant now to hit the ground running. The Committee has been talking for the past few years about installing artwork in the DeVos Place® skywalk. Progressive AE was hired to analyze the corridor and to recommend concepts for skyway artwork to improve the areas. Progressive AE issued its recommendations for conceptual suggestions from ideas forwarded by the Committee. Progressive developed the concepts of the common thread (use architectural elements as a common thread that ties each of the zones together, moving visitors' focus as they navigate through the skywalk); experience nodes (create multi-sensory experience nodes by wrapping the digital, projected imagery continuously on the floors, walls, and ceiling); and shadow boxes (use shadow boxes as a consistent and flexible framework for presenting multiple types and scales of artwork). Costs are estimated in the high six-figure/low seven-figure range. The Committee discussed possible cost mitigators such as advertising revenue, securing an underwriter, or incorporating soft advertising in the digital mode. A video demonstration has been scheduled for the May 20 meeting, and all members are invited to attend. The diversity statement adopted by the Board will be installed throughout both buildings.

Mr. Helmstead provided a brief overview of recent sales activities, marketing efforts, and major bid presentations. Since the CAA Board last met, the CVB booked 47 meetings for the Kent County area. Grand Rapids is competing against Philadelphia to host the NOBLE convention in 2014. The convention would draw 2,000 participants and utilize 5,000 room nights. The organization's board was in town for a site inspection and was impressed with the city and statewide support for the convention. The NOBLE Board will make its final decision by the end of May.

##### b. Finance Committee.

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

*Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to approve the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the periods ended February 28 and March 31, 2009. After review and discussion, the motion carried unanimously.*

###### ii. CAA Financial Statements

*Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to approve the CAA Financial Statements for the periods ended February 28 and March 31, 2009. After review and discussion, the motion carried unanimously.*

#### V. SMG Report and Facilities Calendar

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

VI. Public Comment

None.

VII. Next Meeting Date

The date for next CAA Board meeting is Wednesday, May 27, 2009, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW.

IX. Adjournment

There being no other business, the meeting adjourned at 8:45 a.m.

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Birgit M. Klohs, Recording Secretary

# DEVOS PLACE

## DE VOS PLACE

FINANCIAL STATEMENT  
FOR THE PERIOD ENDED APRIL 30, 2009

**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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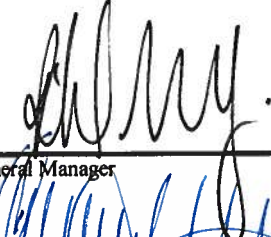
*An SMG Managed Facility*


**DE VOS PLACE  
ROLLING FORECAST  
FISCAL YEAR ENDING JUNE 30, 2009**

	<b>YTD Actual</b>	<b>Roll</b>	<b>TOTAL FYE</b>	<b>BUDGET FYE</b>	<b>VARIANCE</b>
<b>NO. EVENTS</b>	464	80	544	569	(25)
<b>ATTENDANCE</b>	473,236	69,068	542,304	668,975	(126,671)
<b>DIRECT EVENT REVENUE</b>	2,004,136	516,524	2,520,660	2,640,634	(119,974)
<b>ANCILLARY REVENUE</b>	1,603,010	334,498	1,937,508	2,386,332	(448,824)
<b>TOTAL EVENT REVENUE</b>	3,607,146	851,022	4,458,168	5,026,966	(568,798)
<b>TOTAL OTHER REVENUE</b>	132,109	62,072	194,181	210,500	(16,319)
<b>TOTAL OPERATING REVENUE</b>	3,739,254	913,094	4,652,349	5,237,466	(585,117)
<b>INDIRECT EXPENSES</b>					
<b>EXECUTIVE</b>	120,377	29,007	149,384	175,762	26,378
<b>FINANCE</b>	180,291	37,244	217,535	222,301	4,766
<b>MARKETING</b>	48,238	12,495	60,733	105,811	45,078
<b>OPERATIONS</b>	1,081,069	228,300	1,309,369	1,468,414	159,045
<b>EVENT SERVICES</b>	830,155	155,965	986,120	965,170	(20,950)
<b>BOX OFFICE</b>	65,333	11,135	76,468	77,626	1,158
<b>SALES</b>	241,191	61,849	303,040	347,026	43,986
<b>OVERHEAD</b>	1,683,585	443,423	2,127,008	2,254,332	127,324
<b>TOTAL OPERATING EXP.</b>	4,250,240	979,418	5,229,657	5,616,442	386,785
<b>NET REVENUE ABOVE EXPENSES</b>	(510,986)	(66,324)	(577,308)	(378,976)	(198,332)
<b>INCENTIVE FEE</b>		158,672	158,672	157,899	773
<b>NET OPERATING REVENUE OVER OPERATING EXPENSES</b>	(510,986)	(224,996)	(735,980)	(536,875)	(199,105)

**Comments:**

DeVos Place fell below budget for the month, mostly due to the shifting of the Homeland Security event from April to May. No adjustment has been made to the forecast as it is still expected that the facility will fall \$200,000 short of the original budget.

  
General Manager

  
Finance Director

**DE VOS PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
FOR MONTH ENDED APRIL 30, 2009**

The following schedule summarizes operating results for the current month ending April 30, 2009 and the YTD ending June 30, 2009, compared to budget and to the prior year:

<b>MONTH</b>	<b>April Actual</b>	<b>April Budget</b>	<b>April FY 2008</b>
Number of Events	42	41	57
Attendance	26,382	37,400	45,648
Direct Event Income	\$141,312	\$168,366	\$239,144
Ancillary Income	109,293	161,357	222,071
Other Income	8,347	17,541	10,497
Indirect Expenses	(416,666)	(443,511)	(445,055)
Net Income	(\$157,714)	(\$96,246)	\$26,656

<b>YTD</b>	<b>YTD 2009 Actual</b>	<b>YTD 2009 Budget</b>	<b>YTD 2008 Prior Year</b>
Number of Events	464	479	502
Attendance	473,236	567,425	563,677
Direct Event Income	\$2,004,136	\$2,108,235	\$2,292,598
Ancillary Income	1,603,010	2,062,945	1,879,848
Other Income	132,109	175,416	154,396
Indirect Expenses	(4,250,240)	(4,779,923)	(4,553,625)
Net Income	(\$510,985)	(\$433,327)	(\$226,783)

**EVENT INCOME**

Event income fell short of budget for the month, however, much of this was a shift from April to May with the change in time for the Homeland Security conference.

**ANCILLARY INCOME**

Ancillary income fell below expectations for the month due to the shift in event and the trend that we have seen throughout the fiscal year.

**INDIRECT EXPENSES**

Indirect expenses came in under budget for the month as we continue to look at all expenses.

**DeVos Place**  
**Income Statement**  
**For the Ten Months Ending April 30, 2009**

	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	\$146,487	\$193,300	(\$46,813)	\$257,180	\$2,180,849	\$2,401,050	(\$220,201)	\$2,453,289
Service Revenue	89,730	21,850	67,880	137,054	1,543,439	215,500	1,327,939	1,724,494
Service Expenses	(94,906)	(46,784)	(48,122)	(155,091)	(1,720,152)	(508,315)	(1,211,837)	(1,885,185)
<b>Total Direct Event Income</b>	<b>141,311</b>	<b>168,366</b>	<b>(27,055)</b>	<b>239,143</b>	<b>2,004,136</b>	<b>2,108,235</b>	<b>(104,099)</b>	<b>2,292,598</b>
<b>Ancillary Income</b>								
F&B Concession	3,526	6,990	(3,464)	11,866	120,850	145,965	(25,115)	145,747
F&B Catering	35,769	53,046	(17,277)	75,795	491,455	659,087	(167,632)	562,189
Novelty Sales	1,647	1,547	100	2,931	9,940	19,215	(9,275)	11,170
Booth Cleaning	18,242	28,917	(10,675)	37,382	214,952	359,193	(144,241)	315,901
Telephone/Long Distance	788	300	488	0	21,883	3,000	18,883	0
Electrical Services	20,126	33,831	(13,705)	47,324	365,476	420,307	(54,831)	434,117
Audio Visual	21,566	24,158	(2,592)	30,785	244,557	300,073	(55,516)	240,127
Internet Services	(1,509)	0	(1,509)	3,000	15,047	0	15,047	37,250
Equipment Rental	9,138	12,568	(3,430)	12,988	118,850	156,105	(37,255)	133,347
<b>Total Ancillary Income</b>	<b>109,293</b>	<b>161,357</b>	<b>(52,064)</b>	<b>222,071</b>	<b>1,603,010</b>	<b>2,062,945</b>	<b>(459,935)</b>	<b>1,879,848</b>
<b>Other Event Income</b>								
Ticket Rebates(Per Event)	5,799	12,083	(6,284)	6,671	100,827	120,833	(20,006)	109,239
<b>Total Other Event Income</b>	<b>5,799</b>	<b>12,083</b>	<b>(6,284)</b>	<b>6,671</b>	<b>100,827</b>	<b>120,833</b>	<b>(20,006)</b>	<b>109,239</b>
<b>Total Event Income</b>	<b>256,403</b>	<b>341,806</b>	<b>(85,403)</b>	<b>467,885</b>	<b>3,707,973</b>	<b>4,292,013</b>	<b>(584,040)</b>	<b>4,281,685</b>
<b>Other Operating Income</b>								
Luxury Box Agreements	1,733	3,167	(1,434)	2,645	22,533	31,667	(9,134)	28,045
Other Income	814	2,292	(1,478)	1,181	8,748	22,917	(14,169)	17,112
<b>Total Other Operating Income</b>	<b>2,547</b>	<b>5,459</b>	<b>(2,912)</b>	<b>3,826</b>	<b>31,281</b>	<b>54,584</b>	<b>(23,303)</b>	<b>45,157</b>
<b>Adjusted Gross Income</b>	<b>258,950</b>	<b>347,265</b>	<b>(88,315)</b>	<b>471,711</b>	<b>3,739,254</b>	<b>4,346,597</b>	<b>(607,343)</b>	<b>4,326,842</b>
<b>Operating Expenses</b>								
Salaries and Wages	187,890	223,208	(35,318)	194,362	2,224,748	2,232,075	(7,327)	2,186,218
Payroll Taxes and Benefits	47,775	57,600	(9,825)	57,436	625,843	576,003	49,840	659,825
Labor Allocations to Events	(80,973)	(115,821)	34,848	(100,607)	(1,222,482)	(1,158,212)	(64,270)	(1,312,517)
<b>Net Salaries and Benefits</b>	<b>154,692</b>	<b>164,987</b>	<b>(10,295)</b>	<b>151,191</b>	<b>1,628,109</b>	<b>1,649,866</b>	<b>(21,757)</b>	<b>1,533,526</b>
Contracted Services	28,032	21,200	6,832	25,309	279,465	212,000	67,465	270,618
General and Administrative	21,180	27,100	(5,920)	33,828	251,654	279,500	(27,846)	214,779
Operations	7,804	5,555	2,249	6,378	61,197	97,550	(36,353)	82,121
Repair and Maintenance	45,546	41,941	3,605	45,753	410,902	419,409	(8,507)	480,069
Operational Supplies	13,332	26,333	(13,001)	15,299	121,735	263,333	(141,598)	184,229
Insurance	16,129	17,237	(1,108)	18,510	178,761	198,982	(20,221)	191,288
Utilities	110,969	126,000	(15,031)	131,521	1,180,434	1,527,700	(347,266)	1,462,215
Other	5,757	0	5,757	4,430	5,757	0	5,757	6,405
SMG Management Fees	13,223	13,158	65	12,838	132,226	131,583	643	128,375
<b>Total Operating Expenses</b>	<b>416,664</b>	<b>443,511</b>	<b>(26,847)</b>	<b>445,057</b>	<b>4,250,240</b>	<b>4,779,923</b>	<b>(529,683)</b>	<b>4,553,625</b>
<b>Net Income(Loss) From Operations</b>	<b>(157,714)</b>	<b>(96,246)</b>	<b>(61,468)</b>	<b>26,654</b>	<b>(510,986)</b>	<b>(433,326)</b>	<b>(77,660)</b>	<b>(226,783)</b>
<b>Other Non-Operating Expenses</b>								
<b>Adjusted Net Income(Loss)</b>	<b>(157,714)</b>	<b>(96,246)</b>	<b>(61,468)</b>	<b>26,654</b>	<b>(510,986)</b>	<b>(433,326)</b>	<b>(77,660)</b>	<b>(226,783)</b>



**SMG DeVos Place**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Year to Date Event Summary Report**  
**For Month Ended April 30, 2009**

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	112	122	102,575	144,650	1,313,039	1,659,496
Consumer/Gated Shows	51	70	163,532	202,925	958,152	1,240,316
Devos Performance Hall	127	103	142,681	127,750	667,044	636,746
Banquets	36	45	24,004	41,500	234,703	263,974
Meetings	103	127	22,254	38,100	252,021	317,556
Other	35	12	18,190	12,500	182,188	53,092
GRAND TOTALS	464	479	473,236	567,425	3,607,147	4,171,180

**As Percentage of Overall**

Convention/Trade Shows	24.14%	25.47%	21.68%	25.49%	36.40%	39.78%
Consumer/Gated Shows	10.99%	14.61%	34.56%	35.76%	26.56%	29.74%
Devos Performance Hall	27.37%	21.50%	30.15%	22.51%	18.49%	15.27%
Ballroom Exclusive	7.76%	9.39%	5.07%	7.31%	6.51%	6.33%
Meetings	22.20%	26.51%	4.70%	6.71%	6.99%	7.61%
Other	7.54%	2.51%	3.84%	2.20%	5.05%	1.27%

**DeVos Place**  
**Balance Sheet**  
**For the Ten Months Ending April 30, 2009**

**ASSETS**

**Current Assets**

Cash	764,355
Account Receivable	400,590
Prepaid Expenses	62,940

**Total Current Assets**

**\$1,227,885**

**Total Assets**

**\$1,227,885**  
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	(72,634)
Accrued Expenses	268,520
Deferred Income	61,099
Advanced Ticket Sales & Deposits	421,879

**Total Current Liabilities**

**\$678,863**

**Other Liabilities**

**Equity**

CY Funds Remitted to CAA	(350,000)
CY Exp. Paid Directly by CAA	1,101,135
Beginning Balance Equity	313,539
Current Year Equity	(515,652)

**Total Equity**

**\$549,022**

**Total Liabilities and Equity**

**\$1,227,885**  
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**SMG - DeVos Place**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Summary of Accounts Receivable**  
**For Month Ended April 30, 2009**

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Current - Under 30 Days	
Food & Beverage	38,135
Ticketing	10,753
Merchandise	3,164
Decorating	18,242
Audio/Visual	25,360
Van Andel Arena	(66,378)
Operating	257,816
 Over 30 Days	 85,714
 Over 60 Days	 12,650
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 400,590

**SMG - Van Andel Arena & DeVos Place  
Grand Rapids - Kent County Convention/Arena Authority  
Management Fee Summary  
Fiscal Year Ending June 30, 2009**

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**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2008 Actual
Net Revenue above Expenses	1,288,107	(577,308)	710,799	1,104,394
Benchmark			700,000	700,000
Excess	1,288,107	(577,308)	10,799	404,394

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	158,672	158,672	317,343	308,100
Incentive Fee				
Revenue	5,111,280	4,652,349	9,763,629	10,589,568
Benchmark Revenue	4,700,000	4,100,000	8,800,000	8,700,000
Revenue Excess	411,280	552,349	963,629	1,889,568
Incentive Fee **	158,672	158,672	264,089	308,100
Total SMG Management Fee	317,343	317,343	581,432	616,200

\*\* 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 APRIL 30, 2009**

**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, 2009

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	104	4	108	118	(10)
ATTENDANCE	578,060	9,000	587,060	666,000	(78,940)
DIRECT EVENT INCOME	1,183,046	54,000	1,237,046	1,279,191	(42,145)
ANCILLARY INCOME	1,190,264	65,000	1,255,264	1,598,019	(342,755)
<b>TOTAL EVENT INCOME</b>	<b>2,373,310</b>	<b>119,000</b>	<b>2,492,310</b>	<b>2,877,210</b>	<b>(384,900)</b>
<b>TOTAL OTHER INCOME</b>	<b>2,142,581</b>	<b>476,389</b>	<b>2,618,970</b>	<b>2,450,000</b>	<b>168,970</b>
<b>TOTAL INCOME</b>	<b>4,515,891</b>	<b>595,389</b>	<b>5,111,280</b>	<b>5,327,210</b>	<b>(215,930)</b>
INDIRECT EXPENSES					
EXECUTIVE	169,751	35,841	205,592	171,498	(34,094)
FINANCE	163,630	32,027	195,657	212,561	16,904
MARKETING	201,130	38,074	239,204	275,958	36,754
OPERATIONS	1,300,012	264,840	1,564,852	1,573,301	8,449
BOX OFFICE	113,317	19,363	132,680	120,377	(12,303)
LUXURY SEATING	66,782	11,411	78,193	117,298	39,105
SKYWALK ADMIN	33,799	5,163	38,962	39,856	894
OVERHEAD	1,131,062	236,971	1,368,033	1,402,650	34,617
<b>TOTAL INDIRECT EXP.</b>	<b>3,179,482</b>	<b>643,690</b>	<b>3,823,173</b>	<b>3,913,499</b>	<b>90,326</b>
<b>NET REVENUE ABOVE EXPENSES</b>	<b>1,336,409</b>	<b>(48,301)</b>	<b>1,288,107</b>	<b>1,413,711</b>	<b>(125,604)</b>
<b>LESS INCENTIVE FEE</b>		<b>158,672</b>	<b>158,672</b>	<b>157,899</b>	<b>(773)</b>
<b>NET REVENUE ABOVE EXPENSES AFTER INCENTIVE</b>	<b>1,336,409</b>	<b>(206,973)</b>	<b>1,129,435</b>	<b>1,255,812</b>	<b>(126,377)</b>

Comments:

The Arena performed consistent with budget for the month, however, the final two months of the fiscal year will fall well short. It is expected that the Arena will end the fiscal year over \$125,000 short of the original budget.

  
General Manager

  
Director of Finance

**VAN ANDEL ARENA  
FINANCIAL STATEMENT HIGHLIGHTS  
FOR MONTH ENDED APRIL 30, 2009**

The following schedule summarizes operating results for the current month ending April 30, 2009\ and the YTD ending June 30, 2009 compared to budget and to the prior year:

**MONTH**

	April Actual	April Budget	April FY 2008
Number of Events	8	10	9
Attendance	47,813	65,000	60,682
Direct Event Income	\$81,851	\$111,453	\$27,623
Ancillary Income	128,612	109,291	58,993
Other Income	164,569	201,000	177,536
Indirect Expenses	(286,437)	(327,674)	(339,962)
Net Income	\$88,595	\$94,070	(\$75,810)

**YTD**

	YTD 2009 Actual	YTD 2009 Budget	YTD 2008 Prior Year
Number of Events	104	106	104
Attendance	578,060	583,000	5,730,193
Direct Event Income	\$1,183,046	\$1,104,728	\$1,216,876
Ancillary Income	1,190,264	1,445,624	1,208,832
Other Income	2,142,581	2,010,000	1,986,235
Indirect Expenses	(3,179,482)	(3,274,514)	(3,109,611)
Net Income	\$1,336,409	\$1,285,838	\$1,302,332

**EVENT INCOME**

Event income fell short of budget as it was originally budgeted to host a Freestyle Motocross event that ended up not taking place and hosting one less concert than expected.

**ANCILLARY INCOME**

Ancillary income came in higher than budget for the month. This was mainly due to a year end adjustment made to the commission that the Griffins received as their season (while ending in May) was complete in time to make the true up in the April financials.

**INDIRECT EXPENSES**

Indirect expenses came in under budget for the month as we have continued to take a very conservative approach over the final quarter of the fiscal year.

**Van Andel Arena**  
**Income Statement**  
**For the Ten Months Ending April 30, 2009**

	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	\$98,690	\$143,000	(\$35,600)	\$106,096	\$2,006,086	\$1,820,200	\$ 185,886	\$1,752,872
Service Revenue	119,336	138,439	(19,103)	124,307	1,769,938	1,255,314	514,624	1,573,091
Service Expenses	(136,175)	(169,986)	33,811	(202,780)	(2,592,978)	(1,970,786)	(622,192)	(2,109,087)
<b>Total Direct Event Income</b>	<b>81,851</b>	<b>111,453</b>	<b>(29,602)</b>	<b>27,623</b>	<b>1,183,046</b>	<b>1,104,728</b>	<b>78,318</b>	<b>1,216,876</b>
<b>Ancillary Income</b>								
F&B Concession	115,350	79,020	36,330	43,138	964,284	1,090,620	(126,336)	932,825
F&B Catering	3,175	10,423	(7,248)	3,145	89,750	113,413	(23,663)	75,310
Novelty Sales	4,261	21,250	(16,989)	860	106,627	213,435	(106,808)	151,040
Booth Cleaning	367	0	367	0	614	0	614	157
Audio Visual	2,479	0	2,479	0	2,479	0	2,479	0
Other Ancillary	2,980	(1,402)	4,382	11,850	26,510	28,156	(1,646)	49,500
<b>Total Ancillary Income</b>	<b>128,612</b>	<b>109,291</b>	<b>19,321</b>	<b>58,993</b>	<b>1,190,264</b>	<b>1,445,624</b>	<b>(255,360)</b>	<b>1,208,832</b>
<b>Other Event Income</b>								
Ticket Rebates(Per Event)	14,810	42,083	(27,273)	18,286	304,609	420,833	(116,224)	369,639
<b>Total Other Event Income</b>	<b>14,810</b>	<b>42,083</b>	<b>(27,273)</b>	<b>18,286</b>	<b>304,609</b>	<b>420,833</b>	<b>(116,224)</b>	<b>369,639</b>
<b>Total Event Income</b>	<b>225,273</b>	<b>262,827</b>	<b>(37,554)</b>	<b>104,902</b>	<b>2,677,919</b>	<b>2,971,185</b>	<b>(293,266)</b>	<b>2,795,347</b>
<b>Other Operating Income</b>								
Luxury Box Agreements	98,254	96,833	1,421	96,712	1,267,998	968,333	299,665	963,304
Advertising	46,500	51,667	(5,167)	52,500	495,125	516,667	(21,542)	529,625
Other Income	5,005	10,417	(5,412)	10,038	74,849	104,167	(29,318)	123,667
<b>Total Other Operating Income</b>	<b>149,759</b>	<b>158,917</b>	<b>(9,158)</b>	<b>159,250</b>	<b>1,837,972</b>	<b>1,589,167</b>	<b>248,805</b>	<b>1,616,596</b>
<b>Adjusted Gross Income</b>	<b>375,032</b>	<b>421,744</b>	<b>(46,712)</b>	<b>264,152</b>	<b>4,515,891</b>	<b>4,560,352</b>	<b>(44,461)</b>	<b>4,411,943</b>
<b>Operating Expenses</b>								
Salaries and Wages	141,756	150,447	(8,691)	116,810	1,654,524	1,504,473	150,051	1,530,494
Payroll Taxes and Benefits	40,051	44,854	(4,803)	29,057	455,817	448,543	7,274	375,926
Labor Allocations to Events	(53,947)	(72,236)	18,289	(57,232)	(786,932)	(722,364)	(64,568)	(784,338)
<b>Net Salaries and Benefits</b>	<b>127,860</b>	<b>123,065</b>	<b>4,795</b>	<b>88,635</b>	<b>1,323,409</b>	<b>1,230,652</b>	<b>92,757</b>	<b>1,122,082</b>
Contracted Services	21,783	23,800	(2,017)	21,924	235,247	238,000	(2,753)	270,812
General and Administrative	21,238	28,750	(7,512)	47,418	276,117	295,000	(18,883)	241,259
Operations	3,203	2,933	270	3,429	54,687	56,333	(1,646)	43,980
Repair and Maintenance	17,446	18,667	(1,221)	30,068	169,756	186,667	(16,911)	145,943
Operational Supplies	6,389	18,342	(11,953)	26,608	109,987	183,417	(73,430)	176,541
Insurance	10,866	15,642	(4,776)	13,250	113,957	130,295	(16,338)	122,514
Utilities	64,429	83,317	(18,888)	95,792	764,096	822,570	(58,474)	858,105
SMG Management Fees	13,223	13,158	65	12,838	132,226	131,580	646	128,375
<b>Total Operating Expenses</b>	<b>286,437</b>	<b>327,674</b>	<b>(41,237)</b>	<b>339,962</b>	<b>3,179,482</b>	<b>3,274,514</b>	<b>(95,032)</b>	<b>3,109,611</b>
<b>Net Income(Loss) From Operations</b>	<b>88,595</b>	<b>94,070</b>	<b>(5,475)</b>	<b>(75,810)</b>	<b>1,336,409</b>	<b>1,285,838</b>	<b>50,571</b>	<b>1,302,332</b>
<b>Other Non-Operating Expenses</b>								
<b>Adjusted Net Income(Loss)</b>	<b>88,595</b>	<b>94,070</b>	<b>(5,475)</b>	<b>(75,810)</b>	<b>1,336,409</b>	<b>1,285,838</b>	<b>50,571</b>	<b>1,302,332</b>



**SMG - Van Andel Arena**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Event Summary**  
**Month Ending April 30, 2009**

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	23	18	83,555	63,500	422,021	188,840
Sporting Event	16	18	64,116	97,500	422,261	536,594
Concert	17	19	122,179	156,000	1,227,690	1,734,674
Team Home Games	43	44	253,221	232,000	610,167	418,582
Other	11	7	54,989	34,000	291,279	92,495
GRAND TOTALS	110	106	578,060	583,000	2,973,418	2,971,185

**As Percentage of Overall**

Family Show	20.91%	16.98%	14.45%	10.89%	14.19%	6.36%
Sporting Event	14.55%	16.98%	11.09%	16.72%	14.20%	18.06%
Concert	15.45%	17.92%	21.14%	26.76%	41.29%	58.38%
Team Home Games	39.09%	41.51%	43.81%	39.79%	20.52%	14.09%
Other	10.00%	6.60%	9.51%	5.83%	9.80%	3.11%

**Van Andel Arena**  
**Balance Sheet**  
**For the Ten Months Ending April 30, 2009**

**ASSETS**

**Current Assets**

Cash	3,502,199
Account Receivable	620,781
Prepaid Expenses	153,265

**Total Current Assets**

\$4,276,244

**Total Assets**

\$4,276,244

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	215,213
Accrued Expenses	879,134
Deferred Income	799,093
Advanced Ticket Sales & Deposits	2,358,062

**Total Current Liabilities**

\$4,251,503

**Other Liabilities**

**Equity**

CY Funds Remitted to CAA	(2,416,913)
CY Exp. Paid Directly by CAA	706,766
Beginning Balance Equity	398,478
Current Year Equity	1,336,411

**Total Equity**

\$24,741

**Total Liabilities and Equity**

\$4,276,244

**SMG - Van Andel Arena**  
**Grand Rapids-- Kent County Convention/Arena Authority**  
**Summary of Accounts Receivable**  
**Month Ending April 30, 2009**

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Current - Under 30 Days	
Food & Beverage	142,067
Ticketing	101,268
Merchandise	-
Permanent Advertising	-
DeVos Place	66,586
Operating	169,374
 Over 30 Days	 72,986
 Over 60 Days	 68,500
 Over 90 Days	
 Total Accounts Receivable	 620,781

**SMG - Van Andel Arena & DeVos Place  
Grand Rapids - Kent County Convention/Arena Authority  
Management Fee Summary  
Fiscal Year Ending June 30, 2009**

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**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2008 Actual
Net Revenue above Expenses	1,288,107	(577,308)	710,799	1,104,394
Benchmark			700,000	700,000
Excess	1,288,107	(577,308)	10,799	404,394

**Incentive Fee Calculation (Only if above greater than zero)**

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	158,672	158,672	317,343	308,100
Incentive Fee				
Revenue	5,111,280	4,652,349	9,763,629	10,589,568
Benchmark Revenue	4,700,000	4,100,000	8,800,000	8,700,000
Revenue Excess	411,280	552,349	963,629	1,889,568
Incentive Fee **	158,672	158,672	264,089	308,100
Total SMG Management Fee	317,343	317,343	581,432	616,200

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



## Memorandum

**To:** CAA Board Members

**From:** Susan Waddell, Administrative Manager

**Date:** May 20, 2009

**Re:** CAA Financial Statements

The following is a summary of financial activity in the two operating accounts as of April 30, 2009:

	<i>1050: Operations</i>	<i>1070: Kent County Operating</i>
Beginning Balance	\$ 335,753.25	\$22,245,489.51
Cleared Transactions	- -93,240.36	449,428.44
Cleared Balance	242,512.89	22,694,917.95
Uncleared Transactions	-13,964.53	-000.00
Register Balance	<u>\$ 228,548.36</u>	<u>\$22,694,917.95</u>

1. Interest is behind because the CAA has not received the investment statements from Kent County Treasurer;
2. Due to timing issues, parking revenue and parking management are behind budget.

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



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



DeVos Place  
303 Monroe Ave. NW  
Grand Rapids, MI 49503-2223  
616.742.6500  
Fax 616.742.6559



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05/12/09

Accrual Basis

**Grand Rapids-Kent County Convention/Arena Authority**  
**Balance Sheet**  
**As of April 30, 2009**

	<u>Apr 30, 09</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1040 · Cash - Operations - SMG	4,319,835.10
1050 · Operations - Cash	228,548.36
<b>Total Checking/Savings</b>	<u>4,548,383.46</u>
<b>Other Current Assets</b>	
1070 · Kent County - Operating	22,694,917.95
1200 · Accounts Receivable	1,227,456.17
1300 · Prepaid Expenses	189,100.35
1600 · Advances/Deposits Receivable	-2,050,000.07
<b>Total Other Current Assets</b>	<u>22,061,474.40</u>
<b>Total Current Assets</b>	<u>26,609,857.86</u>
<b>Fixed Assets</b>	
Buildings & Structures	238,873.62
Equip	380,986.07
Vehicles	43,914.30
<b>Total Fixed Assets</b>	<u>663,773.99</u>
<b>TOTAL ASSETS</b>	<u><u>27,273,631.85</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	98,195.30
2005 · Accounts payable - SMG	665,803.17
<b>Total Accounts Payable</b>	<u>763,998.47</u>
<b>Other Current Liabilities</b>	
2200 · Accrued Expenses	1,097,477.61
2210 · Advance Ticket Sales	1,882,333.73
2220 · Advance deposits	291,472.00
2500 · Deferred facility income	1,077,282.74
<b>Total Other Current Liabilities</b>	<u>4,348,566.08</u>
<b>Total Current Liabilities</b>	<u>5,112,564.55</u>
<b>Total Liabilities</b>	<u>5,112,564.55</u>
<b>Equity</b>	
3000 · Opening Bal Equity	37,035,584.45
3900 · Retained Earnings	-13,430,836.02
Net Income	-1,443,681.13
<b>Total Equity</b>	<u>22,161,067.30</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>27,273,631.85</u></u>

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05/12/09

Accrual Basis

**Grand Rapids-Kent County Convention/Arena Authority**  
**Profit & Loss Budget vs. Actual**  
 July 2008 through April 2009

	Jul '08 - Apr 09	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4500 · Interest on Investments	489,985.25	618,330.00	-128,344.75	79.2%
4540 · Land Lease	137,586.35	117,680.00	19,906.35	116.9%
4545 · Parking Revenues	697,696.75	773,500.00	-75,803.25	90.2%
4550 · Miscellaneous Revenue	112,293.00	40,000.00	72,293.00	280.7%
<b>Total Income</b>	<b>1,437,561.35</b>	<b>1,549,510.00</b>	<b>-111,948.65</b>	<b>92.8%</b>
<b>Expense</b>				
6000 · Professional Services				
6001 · Accounting/Auditing Services	28,212.20	31,660.00	-3,447.80	89.1%
6040 · Legal Services	-106,358.29	29,160.00	-135,518.29	-364.7%
<b>Total 6000 · Professional Services</b>	<b>-78,146.09</b>	<b>60,820.00</b>	<b>-138,966.09</b>	<b>-128.5%</b>
6060 · Other Contractual Services	149,588.78	240,830.00	-91,241.22	62.1%
6065 · Pedestrian Safety	72,255.99	72,690.00	-434.01	99.4%
6068 · Parking Management	168,137.00	234,570.00	-66,433.00	71.7%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	576.08			
6020 · Computer Services	295.98			
6030 · Insurance-Property/Liability	20,673.00	22,000.00	-1,327.00	94.0%
6101 · Advertising/Promo/Publicity	1,690.00			
6110 · Meeting Expense	8,183.93	8,330.00	-146.07	98.2%
6120 · Supplies	5,450.68	4,160.00	1,290.68	131.0%
<b>Total 6100 · Other Supplies &amp; Expenses</b>	<b>36,869.67</b>	<b>34,490.00</b>	<b>2,379.67</b>	<b>106.9%</b>
6160 · Facility Repair and Maintenance	0.00	22,160.00	-22,160.00	0.0%
6200 · Capital Replacement Projects	354,244.76	1,536,750.00	-1,182,505.24	23.1%
6210 · F&B Repair & Maintenance	12,219.20	37,500.00	-25,280.80	32.6%
6300 · Utilities Expense				
6301 · Electricity	1,023,013.87	1,090,805.00	-67,791.13	93.8%
6310 · Natural Gas	22,161.53	15,288.00	6,873.53	145.0%
6320 · Steam	619,486.50	1,072,347.00	-452,860.50	57.8%
6340 · Water & Sewer	82,552.63	93,750.00	-11,197.37	88.1%
<b>Total 6300 · Utilities Expense</b>	<b>1,747,214.53</b>	<b>2,272,190.00</b>	<b>-524,975.47</b>	<b>76.9%</b>
6500 · DID Assessment	53,138.59	52,900.00	238.59	100.5%
6600 · SMG incentive Fees	308,100.00			
8000 · Personal Services				
8001 · Employee Wages	44,430.59	33,830.00	10,600.59	131.3%
8030 · Employee Benefits	13,189.46	17,050.00	-3,860.54	77.4%
<b>Total 8000 · Personal Services</b>	<b>57,620.05</b>	<b>50,880.00</b>	<b>6,740.05</b>	<b>113.2%</b>
<b>Total Expense</b>	<b>2,881,242.48</b>	<b>4,615,780.00</b>	<b>-1,734,537.52</b>	<b>62.4%</b>
<b>Net Income</b>	<b>-1,443,681.13</b>	<b>-3,066,270.00</b>	<b>1,622,588.87</b>	<b>47.1%</b>

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05/12/09

Accrual Basis

**Grand Rapids-Kent County Convention/Arena Authority**  
**Profit & Loss Prev Year Comparison**  
 July 2008 through April 2009

	Jul '08 - Apr 09	Jul '07 - Apr 08	\$ Change	% Change
<b>Income</b>				
4040 · Private Support	0.00	40,000.00	-40,000.00	-100.0%
4500 · Interest on Investments	489,985.25	762,394.57	-272,409.32	-35.7%
4540 · Land Lease	137,586.35	81,007.00	56,579.35	69.9%
4545 · Parking Revenues	697,696.75	765,425.50	-67,728.75	-8.9%
4550 · Miscellaneous Revenue	112,293.00	567.50	111,725.50	19,687.3%
<b>Total Income</b>	<b>1,437,561.35</b>	<b>1,649,394.57</b>	<b>-211,833.22</b>	<b>-12.8%</b>
<b>Expense</b>				
6000 · Professional Services				
6001 · Accounting/Auditing Services	28,212.20	29,027.86	-815.66	-2.8%
6040 · Legal Services	-106,358.29	10,414.50	-116,772.79	-1,121.3%
<b>Total 6000 · Professional Services</b>	<b>-78,146.09</b>	<b>39,442.36</b>	<b>-117,588.45</b>	<b>-298.1%</b>
6060 · Other Contractual Services	149,588.78	97,512.07	52,076.71	53.4%
6065 · Pedestrian Safety	72,255.99	46,117.67	26,138.32	56.7%
6068 · Parking Management	168,137.00	249,253.43	-81,116.43	-32.5%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	576.08	499.09	76.99	15.4%
6020 · Computer Services	295.98	634.90	-338.92	-53.4%
6030 · Insurance-Property/Liability	20,673.00	20,258.00	415.00	2.1%
6101 · Advertising/Promo/Publicity	1,690.00	0.00	1,690.00	100.0%
6110 · Meeting Expense	8,183.93	357.76	7,826.17	2,187.6%
6120 · Supplies	5,450.68	1,524.47	3,926.21	257.6%
<b>Total 6100 · Other Supplies &amp; Expenses</b>	<b>36,869.67</b>	<b>23,274.22</b>	<b>13,595.45</b>	<b>58.4%</b>
6160 · Facility Repair and Maintenance	0.00	4,219.20	-4,219.20	-100.0%
6200 · Capital Replacement Projects	354,244.76	516,593.17	-162,348.41	-31.4%
6210 · F&B Repair & Maintenance	12,219.20	23,868.38	-11,649.18	-48.8%
6300 · Utilities Expense				
6301 · Electricity	1,023,013.87	1,035,351.15	-12,337.28	-1.2%
6310 · Natural Gas	22,161.53	11,069.72	11,091.81	100.2%
6320 · Steam	619,486.50	993,518.45	-374,031.95	-37.7%
6340 · Water & Sewer	82,552.63	100,499.52	-17,946.89	-17.9%
<b>Total 6300 · Utilities Expense</b>	<b>1,747,214.53</b>	<b>2,140,438.84</b>	<b>-393,224.31</b>	<b>-18.4%</b>
6500 · DID Assessment	53,138.59	51,350.58	1,788.01	3.5%
6600 · SMG Incentive Fees	308,100.00	300,000.00	8,100.00	2.7%
8000 · Personal Services				
8001 · Employee Wages	44,430.59	47,591.40	-3,160.81	-6.6%
8030 · Employee Benefits	13,189.46	17,083.44	-3,893.98	-22.8%
<b>Total 8000 · Personal Services</b>	<b>57,620.05</b>	<b>64,674.84</b>	<b>-7,054.79</b>	<b>-10.9%</b>
<b>Total Expense</b>	<b>2,881,242.48</b>	<b>3,556,744.76</b>	<b>-675,502.28</b>	<b>-19.0%</b>
<b>Net Income</b>	<b>-1,443,681.13</b>	<b>-1,907,350.19</b>	<b>463,669.06</b>	<b>24.3%</b>



# DEVOS PLACE

## DE VOS PLACE

OPERATING BUDGET  
FISCAL YEAR ENDING JUNE 30, 2010

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

Distribution:

Grand Rapids – Kent County Convention / Arena Authority  
Robert White  
Hank Abate  
Gary McAneney  
Howard Feldman  
Richard MacKeigan  
Chris Machuta



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*An SMG Managed Facility*

DeVos Place  
Fiscal Year Ending June 30, 2010  
Lead Income Statement

Event Income

Direct Event Income

	FY 2010 Budget	Prior Year FY XXXX Rolling Forecast	Variance More / (Less)	Percentage Change Increase (Decrease)
Rental Income	2,445,000	2,684,363	(239,363)	-8.92%
Service Income	1,918,000	1,961,544	(43,544)	-2.22%
Service Expenses	(2,100,000)	(2,125,247)	25,247	-1.19%
Total Direct Event Income	2,263,000	2,520,660	(257,660)	-10.22%

Ancillary Income

F & B Concessions	132,875	132,324	551	0.42%
F & B Catering	767,625	653,686	113,939	17.43%
Novelty Sales	11,000	11,493	(493)	-4.29%
Booth Cleaning	277,185	264,710	12,475	4.71%
Telephone/Long Distance	26,000	23,595	2,405	10.19%
Electrical Services	521,600	435,350	86,250	19.81%
Audio Visual	339,870	277,991	61,879	22.26%
Internet Services	32,500	28,555	3,945	13.82%
Equipment Rental	168,600	109,804	58,796	53.55%
Total Ancillary Income	2,277,255	1,937,508	339,747	17.54%

Other Event Income

Ticket Rebates (Per Event)	114,500	145,681	(31,181)	-21.40%
Total Other Event Income	114,500	145,681	(31,181)	-21.40%

Total Event Income

	4,654,755	4,603,849	50,906	1.11%
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Other Operating Income

	58,000	48,500	9,500	19.59%
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Adjusted Gross Income

	4,712,755	4,652,349	60,406	1.30%
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Operating Expenses

Employee Salaries and Wages	2,676,305	2,654,916	(21,389)	-0.81%
Benefits	736,082	680,196	(55,886)	-8.22%
Less: Event Labor Allocations	(1,174,530)	(1,102,532)	71,998	-6.53%
Net Employee Wages and Benefits	2,237,857	2,232,580	(5,277)	-0.24%
Contracted Services	254,400	293,466	39,066	13.31%
General and Administrative	345,200	301,471	(43,729)	-14.51%
Operations	141,880	112,704	(29,176)	-25.89%
Repair & Maintenance	503,291	487,141	(16,150)	-3.32%
Supplies	258,000	245,577	(12,423)	-5.06%
Insurance	209,561	216,840	7,279	3.36%
Utilities	1,698,200	1,428,256	(269,944)	-18.90%
SMG Management Fees	158,671	158,672	1	0.00%
Less: Expenses Allocated	(254,715)	(247,050)	7,665	-3.10%
Total Operating Expenses	5,552,345	5,229,657	(322,688)	-6.17%

Net Income (Loss) From Operations

	(839,590)	(577,308)	(262,282)	45.43%
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Other Income (Expenses)

	(10,000)	(17,000)	7,000	-41.18%
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Net Income After Other Income (Expenses)

	(849,590)	(594,308)	(255,282)	42.95%
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DeVos Place  
Fiscal Year Ending June 30, 2010  
Lead Income Statement

		Prior Year FY XXXX Rolling Forecast	Variance More / (Less)
	Total		
<b>Gross Services Billed</b>			
Advertising	29,644	30,317	(673)
Changeover	10,301	10,535	(234)
Stagehands	1,118,632	1,205,390	(86,758)
Security	225,104	204,647	20,457
Ushers/Ticket Takers	145,254	148,552	(3,298)
Box Office - Labor	18,483	18,903	(420)
Box Office - Ticketing Services	191,880	160,442	31,438
Utilities	9,732	9,953	(221)
City/Police/Fire	15,761	16,119	(358)
EMT's	33,941	34,712	(771)
Cleaning	33,270	34,025	(755)
Insurance	4,905	5,016	(111)
Group Sales Commission	1,875	1,918	(43)
Telephone	3,102	3,172	(70)
Other Production	76,114	77,842	(1,728)
<b>Total Services Billed</b>	<b>1,917,998</b>	<b>1,961,543</b>	<b>(43,545)</b>
<b>Gross Services Expense</b>			
Advertising	51,999	52,624	(625)
Stagehands	1,079,715	1,092,697	(12,982)
Security	312,299	316,054	(3,755)
Ushers/Ticket Takers	99,352	100,547	(1,195)
Box Office - Labor	24,312	24,604	(292)
Box Office - Ticketing Services	45,333	45,878	(545)
City/Police/Fire	11,353	11,490	(137)
EMT's	30,960	31,332	(372)
Cleaning	329,363	333,323	(3,960)
Insurance	4,360	4,412	(52)
Group Sales Commission	1,661	1,681	(20)
Telephone	631	639	(8)
Other Production	108,662	109,969	(1,307)
<b>Total Services Expense</b>	<b>2,100,000</b>	<b>2,125,250</b>	<b>(25,250)</b>

**SMG DeVos Place**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Event Summary Report**  
**For Fiscal Year Ending June 30, 2010**

Event Type	Events/Days		Attendance	Rent	Service	Ancillary	Total	FY 2009	Variance
	FY 2010	FY 2009							
Convention/Trade Shows	140	125	170,000	900,000	(170,000)	1,221,000	1,951,000	1,896,457	54,543
Consumer/Gated Shows	62	58	165,000	720,000	(26,000)	329,650	1,023,650	1,012,863	10,787
Banquets	36	38	26,100	72,000	(1,000)	193,905	264,905	285,392	(20,487)
Meetings	120	116	30,000	156,000	(60,000)	239,520	335,520	288,176	47,344
Other	40	35	18,000	80,000	(20,000)	189,855	249,855	226,358	23,497
Devos Performance Hall	16	20	24,000	135,000	20,000	32,950	187,950	183,417	4,533
Arts Groups	110	121	120,200	382,000	75,000	70,375	527,375	565,505	(38,130)
GRAND TOTALS	524	513	553,300	2,445,000	(182,000)	2,277,255	4,540,255	4,458,168	82,087

**SMG - Van Andel Arena / DeVos Place(Grand Center)**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Full Time Employee Summary & Allocation**  
**Fiscal Year Ending June 30, 2010**

Position	F/Y 2009			F/Y 2010			Change
	VAA	DVP	Total	VAA	DVP	Total	
General Manager	0.50	0.50	1.00	0.50	0.50	1.00	-
Administrative Assistant	0.50	0.50	1.00	0.50	0.50	1.00	-
Director of Finance	0.50	0.50	1.00	0.50	0.50	1.00	-
Accounting Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Accounting Support	1.50	1.50	3.00	1.50	1.50	3.00	-
Box Office Manager	0.80	0.20	1.00	0.80	0.20	1.00	-
Assistant Box Office Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Premium Seat/Suite	1.00	-	1.00	1.00	-	1.00	-
Box Office Support	1.00	-	1.00	1.00	-	1.00	-
Director of Marketing	0.50	0.50	1.00	0.50	0.50	1.00	-
Marketing Manager	1.00	-	1.00	1.00	-	1.00	-
Marketing Support	1.00	-	1.00	1.00	-	1.00	-
Group Sales Manager	1.00	-	1.00	1.00	-	1.00	-
Assistant General Manager - Ops	0.50	0.50	1.00	0.50	0.50	1.00	-
Director of Facilities	0.33	0.67	1.00	0.33	0.67	1.00	-
Maintenance Assistant	0.33	0.67	1.00	0.33	0.67	1.00	-
Maintenance Support	4.00	7.00	11.00	4.00	7.00	11.00	-
Operations Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Operations Support	9.00	8.00	17.00	9.00	8.00	17.00	-
MIS/IT		1.00	1.00		1.00	1.00	-
Assistant General Manager - Sales	-	1.00	1.00	-	1.00	1.00	-
Director of Sales	-	1.00	1.00	-	1.00	1.00	-
Sales Manager		1.00	1.00		1.00	1.00	-
Sales Support	-	1.00	1.00	-	1.00	1.00	-
Director of Event Services	-	1.00	1.00	-	1.00	1.00	-
Event Coordinators	2.00	4.00	6.00	2.00	4.00	6.00	-
House Manager		1.00	1.00		1.00	1.00	-
Receptionist/Admin Support	1.00	1.00	2.00	1.00	1.00	2.00	-
<b>Total</b>	<b>29.46</b>	<b>35.54</b>	<b>65.00</b>	<b>29.46</b>	<b>35.54</b>	<b>65.00</b>	<b>-</b>

**SMG - Van Andel Arena & DeVos Place  
Grand Rapids - Kent County Convention/Arena Authority  
Management Fee Summary  
Fiscal Year Ending June 30, 2010**

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**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2009 Actual
Net Revenue above Expenses	1,261,024	(842,919)	418,105	711,359
Benchmark			700,000	700,000
Excess	1,261,024	(842,919)	(281,895)	63,220

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	158,672	158,671	317,343	317,343
Incentive Fee				
Revenue	5,106,392	4,712,755	9,819,147	9,799,594
Benchmark Revenue	4,700,000	4,100,000	8,800,000	8,800,000
Revenue Excess	406,392	612,755	1,019,147	999,594
Incentive Fee **	-	-	-	274,878
Total SMG Management Fee	158,672	158,671	317,343	592,221

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



## **VAN ANDEL ARENA**

**OPERATING BUDGET  
FISCAL YEAR ENDING JUNE 30, 2010**

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

**Distribution:**

Grand Rapids – Kent County Convention / Arena Authority  
Robert White  
Hank Abate  
Gary McAneney  
Howard Feldman  
Richard MacKeigan  
Chris Machuta



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*An SMG Managed Facility*

Van Andel Arena  
Fiscal Year Ending June 30, 2010  
Lead Income Statement

Event Income

Direct Event Income

Rental Income	1,914,626	2,055,496	(140,870)	-6.85%
Service Income	1,714,880	1,698,457	16,423	0.97%
Service Expenses	(2,138,761)	(2,516,907)	378,146	-15.02%
Total Direct Event Income	1,490,745	1,237,046	253,699	20.51%

Ancillary Income

F & B Concessions	909,846	999,275	(89,429)	-8.95%
F & B Catering	73,612	108,576	(34,964)	-32.20%
Novelty Sales	104,999	112,366	(7,367)	-6.56%
Booth Cleaning	-	247	(247)	-100.00%
Other Ancillary	30,800	34,800	(4,000)	-11.49%
Total Ancillary Income	1,119,257	1,255,264	(136,007)	-10.83%

Other Event Income

Ticket Rebates (Per Event)	339,680	341,158	(1,478)	-0.43%
Total Other Event Income	339,680	341,158	(1,478)	-0.43%

Total Event Income

2,949,682	2,833,468	116,214	4.10%
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Other Operating Income

2,156,710	2,277,812	(121,102)	-5.32%
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Adjusted Gross Income

5,106,392	5,111,280	(4,887)	-0.10%
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Operating Expenses

Employee Salaries and Wages	1,907,603	1,876,293	(31,310)	-1.67%
Benefits	557,143	498,115	(59,028)	-11.85%
Less: Event Labor Allocations	(685,484)	(669,546)	15,938	-2.38%
Net Employee Wages and Benefits	1,779,262	1,704,862	(74,400)	-4.36%
Contracted Services	255,600	333,037	77,437	23.25%
General and Administrative	326,600	337,092	10,492	3.11%
Operations	71,200	83,560	12,360	14.79%
Repair & Maintenance	223,950	203,078	(20,872)	-10.28%
Supplies	220,100	217,545	(2,555)	-1.17%
Insurance	32,000	29,606	(2,394)	-8.09%
Utilities	949,200	932,431	(16,769)	-1.80%
SMG Management Fees	158,671	158,672	1	0.00%
Less: Expenses Allocated	(174,544)	(176,710)	(2,166)	1.23%
Total Operating Expenses	3,842,039	3,823,173	(18,866)	-0.49%

Net Income (Loss) From Operations

1,264,353	1,288,107	(23,753)	-1.84%
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Other Income (Expenses)

-	-	-	
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Net Income After Other Income (Expenses)

1,264,353	1,288,107	(23,753)	-1.84%
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Van Andel Arena  
Fiscal Year Ending June 30, 2010  
Summary of Service Income

		Prior Year FY XXXX Rolling Forecast	Variance More / (Less)
	Total		
<b>Gross Services Billed</b>			
Advertising	163,000	442,036	(269,036)
Labor	15,550	14,313	2,237
Changeover	104,100	99,709	10,892
Stagehands	641,550	533,903	139,647
Security	162,200	82,110	85,590
Ushers/Ticket Takers	111,300	72,071	45,230
Box Office - Labor	11,150	5,988	5,912
Box Office - Ticket Service	99,400	84,979	17,921
City/Police/Fire	11,380	8,260	3,470
EMT's	20,925	12,726	8,699
Cleaning	103,600	75,734	35,366
Group Sales Commission	12,525	21,686	(9,161)
Telephone	25,350	12,937	12,913
Other Production	232,850	232,007	(12,253)
<b>Total Service Income Billed</b>	<b>1,714,880</b>	<b>1,698,457</b>	<b>77,426</b>
<b>Gross Services Expense</b>			
Advertising	163,500	468,804	(305,304)
Labor	13,260	11,316	1,944
Contracted Changeover	179,110	177,082	2,028
Stagehands	655,934	553,081	102,853
Contracted Security	284,350	218,743	65,607
Contracted Ushers/Ticket Takers	222,300	195,998	26,302
Box Office Labor	9,200	4,452	4,748
Contracted Ticketing Service	91,800	75,021	16,779
City/Police/Fire	11,465	18,557	(7,092)
Contracted EMT's	34,075	26,842	7,233
Contracted Cleaning	216,425	186,249	30,176
Group Sales Commission	4,986	8,728	(3,742)
Allocated Telephone	8,206	3,768	4,438
Other Production Expense	244,150	568,266	(324,116)
<b>Total Services Expense</b>	<b>2,138,761</b>	<b>2,516,907</b>	<b>(378,146)</b>
<b>Total Service Income (Loss)</b>	<b>(423,881)</b>	<b>(818,450)</b>	<b>455,572</b>

SMG Van Andel Arena  
Grand Rapids - Kent County Convention/Arena Authority  
Event Summary Report  
For Fiscal Year Ending June 30, 2010

Event Type	Events/Days		Attendance	Rent	Service	Ancillary	Total	FY 2009	Variance
	FY 2010	FY 2009							
Family Shows	17	17	64,500	224,800	(117,091)	106,963	214,672	316,109	(101,437)
Sports	12	16	46,000	173,200	(56,811)	131,896	248,285	308,507	(60,222)
Concerts	23	19	167,000	849,551	65,192	423,161	1,337,904	1,185,707	152,197
Griffins/Rampage	48	41	284,000	376,000	(304,920)	410,080	481,160	524,453	(43,293)
Other	15	11	70,150	291,075	(10,251)	47,157	327,981	225,496	102,485
GRAND TOTALS	115	104	631,650	1,914,626	(423,881)	1,119,257	2,610,002	2,560,272	49,730

**SMG - Van Andel Arena / DeVos Place(Grand Center)**  
**Grand Rapids - Kent County Convention/Arena Authority**  
**Full Time Employee Summary & Allocation**  
**Fiscal Year Ending June 30, 2010**

Position	F/Y 2009			F/Y 2010			Change
	VAA	DVP	Total	VAA	DVP	Total	
General Manager	0.50	0.50	1.00	0.50	0.50	1.00	-
Administrative Assistant	0.50	0.50	1.00	0.50	0.50	1.00	-
Director of Finance	0.50	0.50	1.00	0.50	0.50	1.00	-
Accounting Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Accounting Support	1.50	1.50	3.00	1.50	1.50	3.00	-
Box Office Manager	0.80	0.20	1.00	0.80	0.20	1.00	-
Assistant Box Office Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Premium Seat/Suite	1.00	-	1.00	1.00	-	1.00	-
Box Office Support	1.00	-	1.00	1.00	-	1.00	-
Director of Marketing	0.50	0.50	1.00	0.50	0.50	1.00	-
Marketing Manager	1.00	-	1.00	1.00	-	1.00	-
Marketing Support	1.00	-	1.00	1.00	-	1.00	-
Group Sales Manager	1.00	-	1.00	1.00	-	1.00	-
Assistant General Manager - Ops	0.50	0.50	1.00	0.50	0.50	1.00	-
Director of Facilities	0.33	0.67	1.00	0.33	0.67	1.00	-
Maintenance Assistant	0.33	0.67	1.00	0.33	0.67	1.00	-
Maintenance Support	4.00	7.00	11.00	4.00	7.00	11.00	-
Operations Manager	1.00	1.00	2.00	1.00	1.00	2.00	-
Operations Support	9.00	8.00	17.00	9.00	8.00	17.00	-
MIS/IT		1.00	1.00		1.00	1.00	-
Assistant General Manager - Sales	-	1.00	1.00	-	1.00	1.00	-
Director of Sales	-	1.00	1.00	-	1.00	1.00	-
Sales Manager		1.00	1.00		1.00	1.00	-
Sales Support	-	1.00	1.00	-	1.00	1.00	-
Director of Event Services	-	1.00	1.00	-	1.00	1.00	-
Event Coordinators	2.00	4.00	6.00	2.00	4.00	6.00	-
House Manager		1.00	1.00		1.00	1.00	-
Receptionist/Admin Support	1.00	1.00	2.00	1.00	1.00	2.00	-
<b>Total</b>	<b>29.46</b>	<b>35.54</b>	<b>65.00</b>	<b>29.46</b>	<b>35.54</b>	<b>65.00</b>	<b>-</b>

**SMG - Van Andel Arena & DeVos Place  
Grand Rapids - Kent County Convention/Arena Authority  
Management Fee Summary  
Fiscal Year Ending June 30, 2010**

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**MANAGEMENT FEE SUMMARY**

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2009 Actual
Net Revenue above Expenses	1,261,024	(842,919)	418,105	711,359
Benchmark			700,000	700,000
Excess	1,261,024	(842,919)	(281,895)	63,220

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	158,672	158,671	317,343	317,343
Incentive Fee				
Revenue	5,106,392	4,712,755	9,819,147	9,799,594
Benchmark Revenue	4,700,000	4,100,000	8,800,000	8,800,000
Revenue Excess	406,392	612,755	1,019,147	999,594
Incentive Fee **	-	-	-	274,878
Total SMG Management Fee	158,672	158,671	317,343	592,221

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



## Memorandum

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

**From:** Robert J. White, Kent County Fiscal Services Director

**Date:** May 13, 2009

**Re:** Convention/Arena Authority (CAA)  
Fiscal Year 2010 Budget Request

Convention  
Arena  
Authority

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

The attached material summarizes a requested CAA Administrative Operating Budget and Consolidated Income Statement for the Fiscal Year beginning July 1, 2009 (Fiscal Year 2010). The format of the report provides the Committee with an overview of Fiscal Year 2008 actual, Fiscal Year 2009 estimate, and Fiscal Year 2010 preliminary recommendations. Final Finance Committee review is scheduled for June 18th with full Board approval anticipated on June 24th.

Table A provides a summary of the facility manager (SMG) budget documents submitted under separate cover. This summary notes an amended (February Finance Committee) budgeted net operating income for Fiscal Year 2009 of \$445,877. Based on SMG's most recent "budget roll," the current year forecast has been updated to a net operating income balance of \$419,481.

The Fiscal Year 2010 consolidated income statement (Table C) forecasts a net operating income totaling \$338,294. This income will be applied to finance, in part, a capital outlay request totaling \$1,931,000. The balance of the funds requested will be supported by interest earnings and a drawdown from the capital reserve account.

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



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

DEVOS PLACE

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



Table C provides a "Consolidated Income Statement" for the CAA covering Fiscal Years ending June 30, 2008 through 2010. The Fiscal Year 2009 budget, as originally approved, forecasted net operating income of \$808,662. This forecasted income has been revised downward to a total adjusted balance, for the current fiscal year, of approximately \$474,418. The income forecast was reduced primarily to reflect lowered attendance at DeVos Place® resulting in ancillary and "other" revenue write-downs. Revenue forecasts and appropriation requests for the Fiscal Year 2010 budget disclose a net operating income of \$338,294. This net operating income, along with interest earnings and \$0.8 million of fund balance, will finance a \$1.9 million capital request.

On the basis of these initial budgetary estimates, it is expected that the CAA will close its Fiscal Year 2009 activities with a "fund balance" approximating \$23.8 million. This would include a recommended minimum operating reserve balance of \$6 million and a capital repair/replacement/improvement reserve of \$17.8 million.

During the May Finance Committee meeting, staff will review this first draft of the Fiscal Year 2010 budget.

Prior fiscal year budget recommendations included a Table D entitled "Capital Repair/Replacement/Improvement Reserve – Projection of Receipts, Disbursements and Balances." The table, prepared as a part of the Fiscal Year 2009 budget, forecasted capital requirements of approximately \$1 million per annum during the period of Fiscal Year 2010 through Fiscal Year 2014, inclusive, rising to an annual level of approximately \$3 million per annum for the following five fiscal years. Allowing for this level of capital requirements, the forecast identified a Fund Balance of \$13 million at June 30, 2019. Table D has not been updated as part of this Fiscal Year 2010 budget request. No significant variances were identified in a preliminary review of long-term capital requirements. It is expected that the Authority retains sufficient reserves (Fund Balance) to finance operating budgets and capital requirement needs for the foreseeable future.

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

Attachments: FY 2010 Budget  
FY 2010 Capital Request Details



Van Andel Arena®  
DeVos Place®

## Memorandum

**To:** Rich MacKeigan  
**From:** Jim Watt, Assistant General Manager  
**CC:** Chris Machuta  
**Date:** May 4, 2009  
**Re:** CAPITAL YE 2010

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### VAN ANDEL ARENA

Suite Upgrades/Refurb	\$150,000
Funds are for upgrade of all existing tube televisions to flat screen HD models to enhance fan experience and move to the digital world of TV.	
Computer upgrades	\$25,000
General upgrade including maintenance control computers in order to handle newer generation software and storage capabilities.	
Variable Frequency Drives	\$20,000
Addition of VFD's to four custom air handling units for energy savings and efficiencies. Payback estimated at 2 years.	
Ribbon Board	\$1,200,000
Electronic ribbon board signage around interior bowl area to replace existing fixed advertising boards. Potential of increased value for advertisers and revenue as well as enhanced fan experience.	

## DE VOS PLACE

**Fire Curtain** **\$250,000**  
Existing project to replace theater fire curtain. Project will not be complete this fiscal year.

**Computer Upgrades/replace** **\$25,000**  
General allowance for upgrades to computers including all maintenance facility control units.

**Way Finding** **\$175,000**  
Improvements to all facility way finding signage including upgrades to existing signs, replacement signage and new signage. This includes all areas of the facility including parking, DeVos Place, and DeVos Performance Hall. This project does not include addition of electronic signage.



**Table A**  
**Grand Rapids-Kent County Convention/Arena Authority**  
**SMG Facilities Budget**  
**Fiscal Years Ending June 30, 2009 and 2010**

	<b>FY 2008</b>	<b>FY 2009</b>		<b>FY 2010</b>
	<b>Actual</b>	<b>Budget</b>	<b>Estimate</b>	<b>Requested</b>
Van Andel Arena				
Operating - Revenues	\$ 5,678,488	\$ 5,224,892	\$ 5,147,245	\$ 5,106,392
- Expenses - Facilities	(3,953,630)	(3,733,294)	(3,699,906)	(3,683,368)
- Base Management Fees	(154,050)	(158,672)	(158,672)	(158,672)
Net Operating Income	<u>\$ 1,570,808</u>	<u>\$ 1,332,926</u>	<u>\$ 1,288,667</u>	<u>\$ 1,264,352</u>
DeVos Place				
Operating - Revenues	\$ 4,911,081	\$ 4,923,530	\$ 4,652,349	\$ 4,712,755
- Expenses - Facilities	(5,223,444)	(5,334,564)	(5,070,985)	(5,393,674)
- Base Management Fees	(154,050)	(158,672)	(158,672)	(158,671)
Net Operating Loss	<u>\$ (466,413)</u>	<u>\$ (569,706)</u>	<u>\$ (577,308)</u>	<u>\$ (839,590)</u>
Net Available to CAA:				
Van Andel Arena	\$ 1,570,808	\$ 1,332,926	\$ 1,288,667	\$ 1,264,352
DeVos Place	(466,413)	(569,706)	(577,308)	(839,590)
Less - SMG Incentive	(308,100)	(317,343)	(274,878)	0
- DeVos Parking Maintenance	0	0	(17,000)	(10,000)
	<u>\$ 796,295</u>	<u>\$ 445,877</u>	<u>\$ 419,481</u>	<u>\$ 414,762</u>

**Table B**  
**Grand Rapids-Kent County Convention/Arena Authority**  
**Administrative - Operating / Capital Replacement Budget**  
**FY 2010 Recommendation**

	<b><u>FY 2008</u></b>	<b><u>FY 2009</u></b>		<b><u>FY 2010</u></b>
	<b><u>Actual</u></b>	<b><u>Budget</u></b>	<b><u>Estimate</u></b>	<b><u>Recommendation</u></b>
<b>Revenues:</b>				
Facility Operations	\$ 796,295	\$ 445,877	\$ 419,481	\$ 414,762
Utility Reimbursement	2,332,254	2,491,400	2,186,818	2,491,400
Transfers from SMG	3,128,549	2,937,277	2,606,299	2,906,162
DeVos Place Parking	911,459	787,867	857,613	857,613 <sup>(1)</sup>
VanAndel Parking	114,621	129,133	128,060	134,751 <sup>(1)</sup>
Interest	975,630	675,000	675,000	675,000 <sup>(2)</sup>
Miscellaneous	80,000	0	317,000 <sup>(4)</sup>	80,000 <sup>(3)</sup>
Total Revenues	5,210,259	4,529,277	4,583,972	4,653,526
<b>Expenditures:</b>				
Utilities	2,332,254	2,491,400	2,186,818	2,491,400
Parking Management	327,042	346,895	328,849	268,651
Marketing Campaign	0	0	0	100,000
Pedestrian Safety	95,493	87,234	96,000	96,000
Landscaping	0	120,000	20,000	100,000
Administration	364,591	520,962	485,888	504,181
Capital	549,838	890,840	640,840	1,931,000 <sup>(5)</sup>
Total Expenditures	3,669,218	4,457,331	3,758,395	5,491,232
Net Excess (Deficit)	\$ 1,541,041	\$ 71,946	\$ 825,577	\$ (837,706)

**Notes: See Following**

**Table B**  
**Grand Rapids-Kent County Convention/Arena Authority**  
**Administrative - Operating / Capital Replacement Budget**  
**FY 2010 Recommendation**

**Notes:**

<sup>(1)</sup>DeVos Place Parking Rates:

	FY 2009	FY 2010
30 Minutes	\$ 1.00	\$ 1.00
Daily Maximum	10.00	10.00
Event	7.00	7.00
Monthly -Public	142.50	142.50
-Reserved Premium	0	52.50
-County/SMG (O+M)	40.00	36.30

Van Andel Arena Parking Rates:

Event	\$ 8.00	\$ 8.00
Non-Event Coin Unit	0	\$ 3.00
Monthly -Public	65.25	65.25

<sup>(2)</sup> \$22.7 million (3/31/09 pool balance) in invested funds at 2.97%.

<sup>(3)</sup> Lease Agreement with Rampage states: "... Tenant agrees to fund during such Renewal Terms a contribution of ten thousand dollars (\$10,000.00) per Home Game to the Arena's capital reserve fund."

<sup>(4)</sup> Includes sale of easement @ \$100,000 and reimbursement of legal fees @ \$217,000.

<sup>(5)</sup> FY 2009 Carryover Projects:

Theater Fire Curtain	DVP	\$ 250,000
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FY 2010 Eligible Projects:

Suite Upgrades	VAA	\$ 150,000
Ribbon Board	VAA	1,200,000
Variable Frequency Drives	VAA	20,000

Wayfinding	DVP	175,000
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Computer Upgrades	ALL	50,000
Parking Automation	ALL	86,000

Total Capital Request		\$ 1,931,000
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**Table B-1**  
**Grand Rapids-Kent County Convention/Arena Authority**  
**Detail of Expenditure Estimates**  
**FY 2010 Recommendation**

	<b><u>FY 2008</u></b>	<b><u>FY 2009</u></b>		<b><u>FY 2010</u></b>
	<b><u>Actual</u></b>	<b><u>Budget</u></b>	<b><u>Estimate</u></b>	<b><u>Recommendation</u></b>
Utilities:				
Electricity	\$ 1,223,427	\$ 1,232,000	\$ 1,319,719	\$ 1,232,000
Steam/Gas	891,631	1,146,900	763,850	1,146,900
Water/Sewer	126,897	112,500	103,249	112,500
	<u>\$ 2,241,955</u>	<u>\$ 2,491,400</u>	<u>\$ 2,186,818</u>	<u>\$ 2,491,400</u>
Wages	\$ 56,109	\$ 68,595	\$ 63,293 <sup>(3)</sup>	\$ 65,825 <sup>(3)</sup>
Benefits	25,238	20,467	19,408	21,217
Accounting/Audit	32,485	38,000	32,000	38,000
Legal Services	42,093	90,000	138,000	100,000
DID Assessment	51,351	52,900	53,139	53,139 <sup>(1)</sup>
Insurance	20,258	22,000	20,673	22,000
Meetings/Supplies	4,661	15,000	15,000	15,000
Marketing - CVB	50,000	75,000	75,000	75,000
Marketing - Sports Commission	25,000	25,000	25,000	25,000
Repairs - F&B	28,059	45,000	15,000	20,000
Diversity Initiative	8,952	29,000	4,375	29,000
Other	20,385	40,000	25,000	40,000 <sup>(2)</sup>
	<u>364,591</u>	<u>520,962</u>	<u>485,888</u>	<u>504,181</u>

**Notes:**

<sup>(1)</sup>Downtown Improvement District special assessment contribution from CAA based on benefit allocation formula.

<sup>(2)</sup>FY 2010 budget recommendation anticipates continuing requirement for consulting assistance.

<sup>(3)</sup>Net of \$25,000 per annum paid by Kent County Parks Foundation for administrative services.

**Table C**  
**Grand Rapids-Kent County Convention/Arena Authority**  
**Consolidated Income Statement**  
**Fiscal Years Ending June 30, 2008-2010**

		FY 2008		FY 2009		FY 2010
		<u>Actual</u>		<u>Budget</u>	<u>Estimate</u>	<u>Recommendation</u>
Operating Revenue:						
Event	- VanAndel Arena	\$ 1,591,225	\$	1,214,095	\$ 1,343,179	\$ 1,490,745
	- DeVos Place	2,601,414		2,499,142	2,520,660	2,263,000
Ancillary	- VanAndel Arena	1,479,434		1,442,098	1,526,254	1,458,937
	- DeVos Place	2,135,821		2,230,207	2,083,189	2,391,755
Other	- VanAndel Arena	2,607,829		2,568,699	2,277,812	2,156,710
	- DeVos Place	173,846		194,181	48,500	58,000
Parking	- VanAndel Arena	114,621		129,133	128,060	134,751
	- DeVos Place	911,459		787,867	857,613	857,613
		<u>11,615,649</u>		<u>11,065,422</u>	<u>10,785,267</u>	<u>10,811,511</u>
Operating Expense / Appropriations:						
Facility Operations						
	- VanAndel Arena	3,953,630		3,733,294	3,699,906	3,683,368
	- DeVos Place	5,223,444		5,334,564	5,070,985	5,393,674
	- Management	616,200		634,686	592,221	317,343
	- Parking Maintenance	0		0	17,000	10,000
Administrative		364,591		520,962	485,888	504,181
Parking		327,042		346,895	328,849	268,651
Marketing Campaign		0		0	0	100,000
Landscaping		0		120,000	20,000	100,000
Pedestrian Safety		95,493		87,234	96,000	96,000
		<u>10,580,400</u>		<u>10,777,635</u>	<u>10,310,849</u>	<u>10,473,217</u>
Operating Income		1,035,249		287,787	474,418	338,294
Non-Operating Revenue:						
Capital Contribution <sup>(1)</sup>		80,000		0	0	80,000
Interest and Miscellaneous		975,630		675,000	992,000 <sup>(2)</sup>	675,000
Transfer (to) from Capital Acct.		(549,838)		(890,840)	(640,840)	(1,931,000)
Net Income (Loss)		1,541,041		71,947	825,578	(837,706)
Fund Balance, beg. of yr.		<u>21,399,933</u>		<u>22,940,974</u>	<u>22,940,974</u>	<u>23,766,552</u>
Fund Balance, end of yr.		<u>\$ 22,940,974</u>	<u>\$</u>	<u>23,012,921</u>	<u>\$ 23,766,552</u>	<u>\$ 22,928,846</u>

Notes:

<sup>(1)</sup> Lease Agreement with Rampage states: "... Tenant agrees to fund during such Renewal Terms a contribution of ten thousand dollars (\$10,000.00) per Home Game to the Arena's capital reserve fund."

<sup>(2)</sup> Interest @ \$675,000, sale of easement @ \$100,000, and reimbursement of legal fees @ \$217,000.



May 7, 2009

TO: CAA

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

FROM: Eddie Tadlock, Assistant General Manager, DeVos Place

RE: Rental Rates, DeVos Place

Convention  
Arena  
Authority

I would like to take this opportunity to present SMG's recommendations for Room Rental Rates for DeVos Place, effective FY July 2010 through FY June 2014. SMG has established a 5 year rate card for DeVos Place to provide potential clients chance to guarantee rental rates in outlying years. Historically, while rental rates at DeVos Place have not increased more than 3.25% each year over the past few years (averaging between 2.75% - 3%); our rates continue to hover in the mid-range on the regional average. Our current pricing schedules reflect comparisons for rent, based on current economic assumptions in the regional marketplace and knowledge of rental rates of comparable venues of similar size in the area.

We consider our current five year rate card to be a key marketing element for the facility. In addition, given our current flexibility to negotiate rental rates with clients (limited to an increase or reduction no greater than 20% of the approved rates), the current rates afford us continued opportunities to be competitive in the bidding process for Regional and National Conventions in the current economic climate. While it is difficult to do a direct rental cost comparison within our competitive set, by keeping our current 5 year rental rate card, we position ourselves appropriately to deliver the most value for the quality of product we serve.

Within the current structure of the rental rate cards approved by the CAA last fiscal year, SMG is committed to providing the best services required in the marketing of the facilities. Given the current market conditions, we stand confident that our current rental prices are within acceptable price points for current market conditions and into the foreseeable future.

Attachments: Rental Rate Schedules FY's 2010, 2011, 2012, 2013, 2014



Van Andel Arena\*  
130 Fulton West  
Grand Rapids, MI 49503-2601

**DEVOS PLACE**

DeVos Place\*  
303 Monroe Ave. NW  
Grand Rapids, MI 49503-2233  
Tel: 616.442.5500  
Fax: 616.442.5599



## ROOM RENTAL RATES

FY 2010 (July 1, 2009 – June 30, 2010)

ROOM	PERFORM	NON-PROFIT	CONVENTION	CONSUMER	ONE DAY MEETING	BANQUE
DeVos Hall (Sun – Thurs)	\$2,600 vs 12%	\$2,600/1 <sup>st</sup> Performance \$1,300/2 <sup>nd</sup> Performance	N/A	N/A	\$2,600	N/A
DeVos Hall (Fri-Sat)	\$3,100 vs 12%	\$3,100/1 <sup>st</sup> Performance \$1,550/2 <sup>nd</sup> Performance	N/A	N/A	\$2,600	N/A
Hall A-C	\$17,400 vs 12%	N/A	\$14,025 or \$.25 net sq. ft.	\$17,400 or \$.29 net sq. ft.	\$17,400	\$8,850
Hall A-B or B-C	\$11,600 vs 12%	N/A	\$9,350 or \$.25 net sq. ft.	\$11,600 or \$.29 net sq. ft.	\$11,600	\$5,900
Hall A, B, Or C	\$5,800 vs 12%	N/A	\$4,675 or \$.25 net sq. ft.	\$5,800 or \$.29 net sq. ft.	\$5,800	\$2,950
Meeting Rooms Grand Gallery 1 <sup>st</sup> or 2 <sup>nd</sup>	\$1,250 vs 12%	N/A	\$1,000 or \$.25 net sq. ft.	\$1,250 or \$.29 net sq. ft.	\$1,250	\$925
Meeting Rooms Grand Gallery Individual	\$400 vs 12%	N/A	\$400 or \$.25 net sq. ft.	\$400 or \$.29 net sq. ft.	\$400	\$400
Banquet Room	\$5,150 vs 12%	N/A	\$4,175 or \$.25 net sq. ft.	\$5,150 or \$.29 net sq. ft.	\$5,150	\$3,000
Banquet Room A,B,C-D	\$1,800 vs 12%	N/A	\$1,700 or \$.25 net sq. ft.	\$1,800 or \$.29 net sq. ft.	\$1,800	\$1,350
Banquet Room C or D	\$950 vs 12%	N/A	\$900 or \$.25 net sq. ft.	\$950 or \$.29 net sq. ft.	\$950	\$850
River Overlook Meeting Rooms	\$400 vs 12%	N/A	\$400 per day	\$400 per day	\$400	\$400
Board Room	N/A	N/A	\$450 per day	\$450 per day	\$450	\$450
Monroe Meeting Rooms A-D	\$850 vs 12%	N/A	\$800 per day	\$850 per day	\$850	\$800
Monroe Meeting Room B, C, or D	N/A	N/A	\$300 per day	\$300 per day	\$300	\$300
Recital Hall or Monroe Meeting Room A	\$600 vs 12%	N/A	\$600 per day	\$600 per day	\$600	\$600

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

## ROOM RENTAL RATES

FY 2011 (July 1, 2010 – June 30, 2011)

ROOM	PERFORM	NON-PROFIT	CONVENTION	CONSUMER	ONE DAY MEETING	BANQUE
DeVos Hall (Sun – Thurs)	\$2,700 vs 12%	\$2,700/1 <sup>st</sup> Performance \$1,350/2 <sup>nd</sup> Performance	N/A	N/A	\$2,700	N/A
DeVos Hall (Fri-Sat)	\$3,200 vs 12%	\$3,200/1 <sup>st</sup> Performance \$1,600/2 <sup>nd</sup> Performance	N/A	N/A	\$2,700	N/A
Hall A-C	\$17,925 vs 12%	N/A	\$14,550 or \$.25 net sq. ft.	\$17,925 or \$.29 net sq. ft.	\$17,925	\$9,150
Hall A-B or B-C	\$11,950 vs 12%	N/A	\$9,700 or \$.25 net sq. ft.	\$11,950 or \$.29 net sq. ft.	\$11,950	\$6,100
Hall A, B, Or C	\$5,975 vs 12%	N/A	\$4,850 or \$.25 net sq. ft.	\$5,975 or \$.29 net sq. ft.	\$5,975	\$3,050
Meeting Rooms Grand Gallery 1 <sup>st</sup> or 2 <sup>nd</sup>	\$1,300 vs 12%	N/A	\$1,050 or \$.25 net sq. ft.	\$1,300 or \$.29 net sq. ft.	\$1,300	\$950
Meeting Rooms Grand Gallery Individual	\$425 vs 12%	N/A	\$425 or \$.25 net sq. ft.	\$425 or \$.29 net sq. ft.	\$425	\$425
Ballroom	\$5,300 vs 12%	N/A	\$4,300 or \$.25 net sq. ft.	\$5,300 or \$.29 net sq. ft.	\$5,300	\$3,100
Ballroom A,B,C-D	\$1,850 vs 12%	N/A	\$1,750 or \$.25 net sq. ft.	\$1,850 or \$.29 net sq. ft.	\$1,850	\$1,400
Ballroom C or D	\$1,000 vs 12%	N/A	\$950 or \$.25 net sq. ft.	\$1,000 or \$.29 net sq. ft.	\$1,000	\$900
River Overlook Meeting Rooms	\$425 vs 12%	N/A	\$425 per day	\$425 per day	\$425	\$425
Board Room	N/A	N/A	\$475 per day	\$475 per day	\$475	\$475
Monroe Meeting Rooms A-D	\$900 vs 12%	N/A	\$850 per day	\$900 per day	\$900	\$850
Monroe Meeting Room B, C, or D	N/A	N/A	\$325 per day	\$325 per day	\$325	\$325
Recital Hall or Monroe Meeting Room A	\$625 vs 12%	N/A	\$625 per day	\$625 per day	\$625	\$625

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



## ROOM RENTAL RATES

FY 2012 (July 1, 2011 – June 30, 2012)

ROOM	PERFORM	NON-PROFIT	CONVENTION	CONSUMER	ONE DAY MEETING	BANQUET
DeVos Hall (Sun – Thurs)	\$2,800 vs 12%	\$2,800/1 <sup>st</sup> Performance \$1,400/2 <sup>nd</sup> Performance	N/A	N/A	\$2,800	N/A
DeVos Hall (Fri-Sat)	\$3,300 vs 12%	\$3,300/1 <sup>st</sup> Performance \$1,650/2 <sup>nd</sup> Performance	N/A	N/A	\$2,800	N/A
Hall A-C	\$18,450 vs 12%	N/A	\$15,075 or \$.25 net sq. ft.	\$18,450 or \$.29 net sq. ft.	\$18,450	\$9,450
Hall A-B or B-C	\$12,300 vs 12%	N/A	\$10,050 or \$.25 net sq. ft.	\$12,300 or \$.29 net sq. ft.	\$12,300	\$6,300
Hall A, B, Or C	\$6,150 vs 12%	N/A	\$5,025 or \$.25 net sq. ft.	\$6,150 or \$.29 net sq. ft.	\$6,150	\$3,150
Meeting Rooms Grand Gallery 1 <sup>st</sup> or 2 <sup>nd</sup>	\$1,350 vs 12%	N/A	\$1,100 or \$.25 net sq. ft.	\$1,350 or \$.29 net sq. ft.	\$1,350	\$975
Meeting Rooms Grand Gallery Individual	\$450 vs 12%	N/A	\$450 or \$.25 net sq. ft.	\$450 or \$.29 net sq. ft.	\$450	\$450
Ballroom	\$5,450 vs 12%	N/A	\$4,450 or \$.25 net sq. ft.	\$5,450 or \$.29 net sq. ft.	\$5,450	\$3,200
Ballroom A,B,C-D	\$1,900 vs 12%	N/A	\$1,800 or \$.25 net sq. ft.	\$1,900 or \$.29 net sq. ft.	\$1,900	\$1,450
Ballroom C or D	\$1,050 vs 12%	N/A	\$1,000 or \$.25 net sq. ft.	\$1,050 or \$.29 net sq. ft.	\$1,050	\$950
River Overlook Meeting Rooms	\$450 vs 12%	N/A	\$450 per day	\$450 per day	\$450	\$450
Board Room	N/A	N/A	\$500 per day	\$500 per day	\$500	\$500
Monroe Meeting Rooms A-D	\$950 vs 12%	N/A	\$900 per day	\$950 per day	\$950	\$900
Monroe Meeting Room B, C, or D	N/A	N/A	\$350 per day	\$350 per day	\$350	\$350
Recital Hall or Monroe Meeting Room A	\$675 vs 12%	N/A	\$675 per day	\$675 per day	\$675	\$675

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

## ROOM RENTAL RATES

FY 2013 (July 1, 2012 – June 30, 2013)

ROOM	PERFORM	NON-PROFIT	CONVENTION	CONSUMER	ONE DAY MEETING	BANQU
DeVos Hall (Sun – Thurs)	\$2,900 vs 12%	\$2,900/1 <sup>st</sup> Performance \$1,450/2 <sup>nd</sup> Performance	N/A	N/A	\$2,900	N/A
DeVos Hall (Fri-Sat)	\$3,400 vs 12%	\$3,400/1 <sup>st</sup> Performance \$1,700/2 <sup>nd</sup> Performance	N/A	N/A	\$2,900	N/A
Hall A-C	\$18,975 vs 12%	N/A	\$15,600 or \$.25 net sq. ft.	\$18,975 or \$.29 net sq. ft.	\$18,975	\$9,750
Hall A-B or B-C	\$12,650 vs 12%	N/A	\$10,400 or \$.25 net sq. ft.	\$12,650 or \$.29 net sq. ft.	\$12,650	\$6,500
Hall A, B, Or C	\$6,325 vs 12%	N/A	\$5,200 or \$.25 net sq. ft.	\$6,325 or \$.29 net sq. ft.	\$6,325	\$3,250
Meeting Rooms Grand Gallery 1 <sup>st</sup> or 2 <sup>nd</sup>	\$1,400 vs 12%	N/A	\$1,150 or \$.25 net sq. ft.	\$1,400 or \$.29 net sq. ft.	\$1,400	\$1,000
Meeting Rooms Grand Gallery Individual	\$475 vs 12%	N/A	\$475 or \$.25 net sq. ft.	\$475 or \$.29 net sq. ft.	\$475	\$475
Ballroom	\$5,600 vs 12%	N/A	\$4,600 or \$.25 net sq. ft.	\$5,600 or \$.29 net sq. ft.	\$5,600	\$3,300
Ballroom A,B,C-D	\$1,950 vs 12%	N/A	\$1,850 or \$.25 net sq. ft.	\$1,950 or \$.29 net sq. ft.	\$1,950	\$1,500
Ballroom C or D	\$1,100 vs 12%	N/A	\$1,050 or \$.25 net sq. ft.	\$1,100 or \$.29 net sq. ft.	\$1,100	\$1,000
River Overlook Meeting Rooms	\$475 vs 12%	N/A	\$475 per day	\$475 per day	\$475	\$475
Board Room	N/A	N/A	\$525 per day	\$525 per day	\$525	\$525
Monroe Meeting Rooms A-D	\$1,000 vs 12%	N/A	\$950 per day	\$1,000 per day	\$1,000	\$950
Monroe Meeting Room B, C, or D	N/A	N/A	\$375 per day	\$375 per day	\$375	\$375
Recital Hall or Monroe Meeting Room A	\$700 vs 12%	N/A	\$700 per day	\$700 per day	\$700	\$700

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

## ROOM RENTAL RATES

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

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

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

# VAN ANDEL ARENA® WEEKLY

## Item V

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, May 20	Available					
Thur, May 21	Available					
Fri, May 22	Available					
Sat, May 23	Available					
Sun, May 24	Available					
Mon, May 25	Holiday – Closed					
Tue, May 26	Available					
Wed, May 27	SMG	MJD		Banquet B	8A-12P 12:30P-4:30P	CPR training CPR training
Thur, May 28	Available					
Fri, May 29	Available					
Sat, May 30	Available					
Sun, May 31	Available					
Mon, Jun 1	Available					
Tue, Jun 2	Available					
Wed, Jun 3	Available					
Thur, Jun 4	Available					
Fri, Jun 5	Available					
Sat, Jun 6	Yanni	RS				
Sun, Jun 7	Available					
Mon, Jun 8	Available					
Tue, Jun 9	Available					
Wed, Jun 10	Available					
Thur, Jun 11	Available					
Fri, Jun 12	Available					
Sat, Jun 13	Available					
Sun, Jun 14	Available					
Mon, Jun 15	Available					
Tue, Jun 16	Available					
Wed, Jun 17	Available					
Thur, Jun 18	Available					
Fri, Jun 19	Available					
Sat, Jun 20	Available					
Sun, Jun 21	Available					

# June 2009

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	SECURITY
MON. JUNE 1	GVSU ENRICHMENT DINNER	BALL A-D	8:00AM-11:59PM	SETUP					
TUES. JUNE 2	YENA ORGANIZATION	EH A	8:00AM-11:59PM	MEETING					
	GVSU ENRICHMENT DINNER	BALL A-D	8:00AM-11:59PM	DINNER					
WED. JUNE 3	YENA ORGANIZATION	EH A	8:00AM-11:59PM	MEETING					
	HUB INTERNATIONAL MIDWEST	RO A-B	8:00AM-11:59PM	MEETING					
THURS. JUNE 4									
	YENA ORGANIZATION	EH A	8:00AM-11:59PM	MEETING					
FRI. JUNE 5									
	DISCOVERED TALENT	MON B	8:00AM-11:59PM	AUDITIONS					
	COMEDY EXPLOSION	DVPH GG A-C	7:30PM-10PM 10:00PM-2AM	PERFORMANCE AFTER PARTY	AK	AS NEEDED	2 EMT 6P-2:30A	2 TRAFFIC 6:30P-10:30P 2 INSIDE? 9:30P-2:30A	TBD
SAT. JUNE 6									
	DISCOVERED TALENT	MON B	8:00AM-11:59PM	AUDITIONS					
SUN. JUNE 7									
MON. JUNE 8	WORLD WIDE TRADERS	BALL A	8:00AM-11:59PM	SETUP					
TUES. JUNE 9	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B	8:00AM-11:59PM	SETUP					
	WORLD WIDE TRADERS	BALL A	8:00AM-11:59PM	EXHIBIT					
WED. JUNE 10	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B	8:00AM-11:59PM	SETUP					
	WORLD WIDE TRADERS	BALL A	8:00AM-11:59PM	EXHIBIT					
THURS. JUNE 11	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B GG A-F GO A-C	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT BREAKOUT ROOM BREAKOUT ROOM					
	SPECTRUM HEALTH	BALL A RO A-F	6:00AM - 6:00PM	GENERAL SESSION BREAKOUT ROOM	RC	None	None	None	Welsh Lobby Host/Guard
FRI. JUNE 12	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B GG A-F GO A-C	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT BREAKOUT ROOM BREAKOUT ROOM					
SAT. JUNE 13	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B GG A-F GO A-C	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT BREAKOUT ROOM BREAKOUT ROOM					
SUN. JUNE 14	NATIONAL ASSOC. OF WATCH & CLOCK COLLECTORS CONVENTION	EH A-B	8:00AM-11:59PM	TEAR DOWN					
	MYLES MUNROE - OVERCOMING CRISIS	BALL C COAT CLOSET D SECCHIA LOBBY	8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM	MEETING STORAGE REGISTRATION / CAFE AREA					
MON. JUNE 15	POSSIBLE SHOW	DVPH	TBD	MOVE IN/ REHEARSAL	AK	0	0	0	TBD
TUES. JUNE 16	POSSIBLE SHOW	DVPH	TBD	REHEARSAL	AK	0	0	0	TBD

# June 2009

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	SECURITY
WED. JUNE 17	POSSIBLE SHOW	DVPH	TBD	REHEARSAL PERFORMANCE	AK	AS NEEDED	TBD	TBD	TBD
THURS. JUNE 18									
FRI. JUNE 19									
SAT. JUNE 20									
SUN. JUNE 21	ECONOMIC CLUB OF GRAND RAPIDS	BALL A-D	8:00AM-11:59PM	SETUP	RC	None	None	None	None
MON. JUNE 22	ECONOMIC CLUB OF GRAND RAPIDS	G A-F BALL A-D BOARDROOM	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	DINNER DINNER RECEPTION	RC	None	None	None	Gallery Welsh Lobby Lyon Dock Supervisor
TUES. JUNE 23	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING					
WED. JUNE 24	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING					
THURS. JUNE 25	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING					
FRI. JUNE 26	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D GO A-H RO A-F BOARDROOM		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING BREAKOUTS BREAKOUTS BREAKOUTS					
SAT. JUNE 27	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D GO A-H RO A-F BOARDROOM MON A-D		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING BREAKOUTS BREAKOUTS BREAKOUTS BREAKOUTS					
SUN. JUNE 28	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D GO A-H RO A-F BOARDROOM		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING BREAKOUTS BREAKOUTS BREAKOUTS BREAKOUTS					
MON. JUNE 29	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D GO A-H RO A-F BOARDROOM		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING BREAKOUTS BREAKOUTS BREAKOUTS BREAKOUTS					

# June 2009

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	SECURITY
TUES. JUNE 30	UNITED CHURCH OF CHRIST NATIONAL GENERAL SYNOD CONVENTION	EH B-C EH A G A-F BALL C-D GO A-H RO A-F BOARDROOM		GENERAL SESSION EXHIBIT BREAKOUT ROOM MEETING BREAKOUTS BREAKOUTS BREAKOUTS					