



Board of Directors

**Friday, October 1, 2010
Immediately Following
CAA Operations Committee Meeting
Kent County Commission Chambers
300 Monroe, NW – Grand Rapids, MI**

A G E N D A

- | | |
|---|-------------|
| I. Call to Order | |
| II. Approve August 6, 2010, Meeting Minutes | Action |
| III. Committee Reports | |
| A. Operations Committee | Information |
| i. CVB Report | Information |
| B. Finance Committee | |
| i. SMG July and August 2010 Financial Statements -
DeVos Place® and Van Andel Arena® | Action |
| ii. CAA July and August 2010 Financial Statements | Action |
| IV. Booking Policy Review | Action |
| V. SMG Report and Facilities Calendars | Information |
| VI. Public Comment | |
| VII. Adjournment | |

**Next Meeting Date: Friday, November 5, 2010, immediately following the
CAA Finance Committee meeting**

MINUTES OF THE GRAND RAPIDS-KENT COUNTY CONVENTION/ARENA AUTHORITY BOARD OF DIRECTORS MEETING Friday, August 6, 2010

I. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:55 a.m. Secretary/Treasurer Birgit Klohs recorded the meeting minutes.

Attendance

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

Members Absent: None

Staff/Others:	David Czurak	<i>Grand Rapids Business Journal</i>
	Scott Gorsline	DP Fox
	George Helmstead	CVB
	Chris Knappe	<i>The Grand Rapids Press</i>
	Rich MacKeigan	SMG
	Drew Nikodem	Interested Citizen
	Darius Quinn	Kent County
	Doug Small	CVB
	Greg Sundstrom	City of Grand Rapids
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids
	Jim Watt	SMG
	Richard Wendt	Dickinson Wright
	Robert White	CAA

II. Minutes of Prior Meeting

Motion: Mr. Tomaselli, supported by Mr. Wilson, moved to approve the Minutes of the June 4, 2010, and June 25, 2010 meetings of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.

III. Committee Reports

a. Operations Committee

Mr. Chamberlin stated that the Operations Committee unanimously recommended CAA Board approval to submit an application to the Michigan Liquor Control Commission for a special liquor license, in conjunction with the International Wine & Food Festival.

Motion: Mr. McInerney, supported by Ms. Klohs, moved the approval to submit an application to the Michigan Liquor Control Commission for a special liquor license. 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 approve the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the periods ended May 31, 2010 and June 30, 2010. After review and discussion, the motion carried unanimously.

ii. CAA Financial Statements

Motion: Ms. Klohs, supported by Mr. Heartwell, moved to approve the CAA Financial Statements for the periods ended May 31, 2010 and June 30, 2010. After review and discussion, the motion carried unanimously.

iii. Insurance Renewal

Mr. White stated that the Finance Committee recommended approval of the insurance policy for the CAA that is set to expire August 23, 2010. The renewal quote from IBEX Insurance Agency is \$23,511, compared to \$22,853 last year. The coverages include general liability, public officials' liability, crime/faithful performance, auto liability, property insurance, and limited terrorism liability.

Motion: Ms. Klohs, supported by Mr. Heartwell, moved to approve the insurance renewal proposal as presented. The motion carried unanimously.

iv. BDO Audit Planning Communication

The Finance Committee received a presentation from BDO about the FY 2010 audit plan, in conformance with professional accounting standards. As part-time CFO, Bob White will now also sign documentation in connection with the audit.

Chair Heacock stated that he would like SMG to be as aggressive as possible to secure more concerts and speculated whether the CAA needs to be proactive and take more risk. Mr. MacKeigan responded that the timing might be good for discussions by the Finance Committee.

IV. Booking Policy Review

Mr. MacKeigan stated that he would like to defer making a recommendation, as he just received information from the Grand Rapids Symphony that needs to be review and analyzed.

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®. Inquiries are down at the Arena, but up at the Performance Hall. The trend appears to be smaller shows, and SMG is placing more emphasis on theater bookings. The Community Inclusion Group is active and involved in the welcoming downtown discussions. Bob White presented a report on

the IAAM conference he attended. McCormick Place is beginning to solicit regional business and is giving price concessions for three years, subsidized by the state. The ticketing industry is very competitive with software providers offering call-in centers. Concert promoters are experiencing a loss of business and many 2010 dates have been canceled. There are limited tours, but the promoters are demanding more concessions from the house.

Gary McInerney congratulated Chair Heacock on the professional manner in which he conducted his congressional campaign.

VII. Public Comment

None.

VIII. Next Meeting Date

The date for next CAA Board meeting is Friday, September 3, 2010, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the Finance Committee meeting.

IX. Adjournment

There being no other business, the meeting adjourned at 9:10 a.m.

Birgit M. Klohs, Recording Secretary

DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED JULY 31, 2010**

Distribution:

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



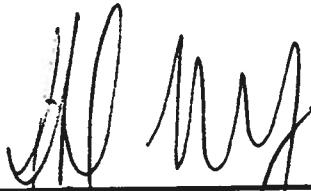
An SMG Managed Facility

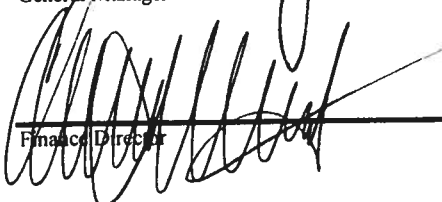
DE VOS PLACE
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2011

	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	21	473	494	494	-
ATTENDANCE	10,079	521,421	531,500	531,500	-
DIRECT EVENT REVENUE	72,740	2,336,640	2,409,380	2,409,380	-
ANCILLARY REVENUE	48,783	1,858,483	1,907,266	1,907,266	-
TOTAL EVENT REVENUE	121,523	4,195,123	4,316,646	4,316,646	-
TOTAL OTHER REVENUE	6,387	184,563	190,950	190,950	-
TOTAL OPERATING REVENUE	127,910	4,379,686	4,507,596	4,507,596	-
INDIRECT EXPENSES					
EXECUTIVE	13,765	155,847	169,612	169,612	-
FINANCE	18,740	203,195	221,935	221,935	-
MARKETING	1,447	102,222	103,669	103,669	-
OPERATIONS	83,410	1,402,115	1,485,525	1,485,525	-
EVENT SERVICES	64,574	802,102	866,676	866,676	-
BOX OFFICE	7,317	71,894	79,211	79,211	-
SALES	28,249	327,415	355,664	355,664	-
OVERHEAD	145,191	1,791,056	1,936,247	1,936,247	-
TOTAL OPERATING EXP.	362,695	4,855,846	5,218,539	5,218,539	-
NET REVENUE ABOVE EXPENSES	(234,785)	(476,160)	(710,943)	(710,943)	-
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(234,785)	(476,160)	(710,943)	(710,943)	-

Comments:

DeVos Place starts a new fiscal year consistent with budget overall. Total events hosted was consistent, however, were not strong ancillary events.


General Manager


Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JULY 31, 2010**

The following schedule summarizes operating results for the current month ending July 31, 2010 and the YTD ending July 31, 2010, compared to budget and to the prior year:

MONTH	July Actual	July Budget	July FY 2010
Number of Events	21	17	30
Attendance	10,079	12,050	28,183
Direct Event Income	\$72,740	\$56,686	\$190,608
Ancillary Income	48,783	90,779	101,818
Other Income	6,387	4,833	3,509
Indirect Expenses	(362,695)	(434,879)	(366,463)
Net Income	(\$234,785)	(\$282,581)	(\$70,528)

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	21	17	30
Attendance	10,079	12,050	28,183
Direct Event Income	\$72,740	\$56,686	\$190,608
Ancillary Income	48,783	90,779	101,818
Other Income	6,387	4,833	3,509
Indirect Expenses	(362,695)	(434,879)	(366,463)
Net Income	(\$234,785)	(\$282,581)	(\$70,528)

EVENT INCOME

Direct event income came in ahead of budget overall.

ANCILLARY INCOME

Ancillary income fell below expectations as the events hosted were not structured in a way to lend themselves to catering or electrical revenue. Concessions were very strong for the events hosted.

INDIRECT EXPENSES

Indirect expenses came in ahead of budget and consistent with prior year.

DeVos Place
Income Statement
For the Month Ending July 31, 2010

	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	\$90,400	\$64,600	\$25,800	\$193,080	\$90,400	\$64,600	\$25,800	\$193,080
Service Revenue	28,689	65,336	(36,647)	95,929	28,689	65,336	(36,647)	95,929
Service Expenses	(46,349)	(73,250)	26,901	(98,381)	(46,349)	(73,250)	26,901	(98,381)
Total Direct Event Income	72,740	56,686	16,054	190,608	72,740	56,686	16,054	190,608
Ancillary Income								
F&B Concession	6,609	1,546	5,063	8,198	6,609	1,546	5,063	8,198
F&B Catering	14,710	32,724	(18,014)	35,257	14,710	32,724	(18,014)	35,257
Booth Cleaning	1,283	7,026	(5,743)	5,549	1,283	7,026	(5,743)	5,549
Telephone/Long Distance	0	648	(648)	563	0	648	(648)	563
Electrical Services	2,923	23,449	(20,526)	16,648	2,923	23,449	(20,526)	16,648
Audio Visual	11,595	13,020	(1,425)	15,953	11,595	13,020	(1,425)	15,953
Internet Services	896	1,806	(910)	11,400	896	1,806	(910)	11,400
Equipment Rental	10,767	10,560	207	8,250	10,767	10,560	207	8,250
Total Ancillary Income	48,783	90,779	(41,996)	101,818	48,783	90,779	(41,996)	101,818
Other Event Income								
Ticket Rebates(Per Event)	3,150	0	3,150	1,381	3,150	0	3,150	1,381
Total Other Event Income	3,150	0	3,150	1,381	3,150	0	3,150	1,381
Total Event Income	124,673	147,465	(22,792)	293,807	124,673	147,465	(22,792)	293,807
Other Operating Income								
Luxury Box Agreements	1,802	2,000	(198)	1,733	1,802	2,000	(198)	1,733
Other Income	1,435	2,833	(1,398)	395	1,435	2,833	(1,398)	395
Total Other Operating Income	3,237	4,833	(1,596)	2,128	3,237	4,833	(1,596)	2,128
Adjusted Gross Income	127,910	152,298	(24,388)	295,935	127,910	152,298	(24,388)	295,935
Operating Expenses								
Salaries and Wages	146,344	225,288	(78,944)	186,878	146,344	225,288	(78,944)	186,878
Payroll Taxes and Benefits	31,402	58,848	(27,446)	41,097	31,402	58,848	(27,446)	41,097
Labor Allocations to Events	(33,890)	(122,456)	88,566	(89,579)	(33,890)	(122,456)	88,566	(89,579)
Net Salaries and Benefits	143,856	161,680	(17,824)	138,396	143,856	161,680	(17,824)	138,396
Contracted Services	24,597	21,200	3,397	20,645	24,597	21,200	3,397	20,645
General and Administrative	16,572	28,058	(11,486)	17,588	16,572	28,058	(11,486)	17,588
Operations	1,897	10,312	(8,415)	1,749	1,897	10,312	(8,415)	1,749
Repair and Maintenance	37,586	41,941	(4,355)	36,079	37,586	41,941	(4,355)	36,079
Operational Supplies	3,283	21,500	(18,217)	1,197	3,283	21,500	(18,217)	1,197
Insurance	16,775	17,465	(690)	14,458	16,775	17,465	(690)	14,458
Utilities	104,615	119,500	(14,885)	123,128	104,615	119,500	(14,885)	123,128
SMG Management Fees	13,514	13,223	291	13,223	13,514	13,223	291	13,223
Total Operating Expenses	362,695	434,879	(72,184)	366,463	362,695	434,879	(72,184)	366,463
Net Income(Loss) From Operations	(234,785)	(282,581)	47,796	(70,528)	(234,785)	(282,581)	47,796	(70,528)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	(234,785)	(282,581)	47,796	(70,528)	(234,785)	(282,581)	47,796	(70,528)

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the One Month Ended July 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	6	6	2,850	7,500	53,924	85,344
Consumer/Gated Shows						
Devos Performance Hall	4	-	500	-	5,907	-
Banquets						
Meetings	2	2	676	500	5,025	5,898
Other	9	9	6,053	4,050	59,818	56,223
GRAND TOTALS	21	17	10,079	12,050	124,674	147,465

As Percentage of Overall

Convention/Trade Shows	28.57%	35.29%	28.28%	62.24%	43.25%	57.87%
Consumer/Gated Shows	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Devos Performance Hall	19.05%	0.00%	4.96%	0.00%	4.74%	0.00%
Ballroom Exclusive	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Meetings	9.52%	11.76%	6.71%	4.15%	4.03%	4.00%
Other	42.86%	52.94%	60.06%	33.61%	47.98%	38.13%

DeVos Place
Balance Sheet
As of July 31, 2010

ASSETS

Current Assets

Cash	580,440
Account Receivable	288,605
Prepaid Expenses	99,795

Total Current Assets		\$968,840
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Total Assets

\$968,840

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	21,536
Accrued Expenses	112,390
Deferred Income	55,071
Advanced Ticket Sales & Deposits	382,907

Total Current Liabilities		\$571,904
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Other Liabilities

Equity

Funds Remitted to CAA	
Expenses Paid Direct by CAA	98,200
Beginning Balance Equity	533,521
Current Year Equity	(234,784)

Total Equity		\$396,937
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Total Liabilities and Equity

\$968,841

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SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of July 31, 2010

Current - Under 30 Days	
Food & Beverage	20,278
Ticketing	7,194
Merchandise	-
Decorating	17,359
Audio/Visual	11,612
Van Andel Arena	(119,755)
Operating	139,270
 Over 30 Days	 159,666
 Over 60 Days	 37,847
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 288,605

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

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Forecast
Net Revenue above Expenses	1,209,615	(710,943)	498,672	885,452
Benchmark			700,000	700,000
Excess	1,209,615	(710,943)	(201,328)	185,452

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	5,136,171	4,507,596	9,643,767	9,685,239
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	336,171	307,596	643,767	785,239
Incentive Fee **	-	-	-	210,572
Total SMG Management Fee	160,417	160,417	320,834	527,915

** 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 JULY 31, 2010**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

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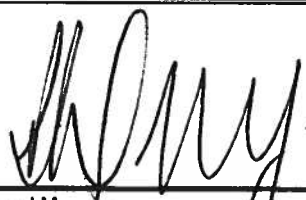
An SMG Managed Facility

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

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	2	109	111	111	-
ATTENDANCE	12,233	579,417	591,650	591,650	-
DIRECT EVENT INCOME	36,926	1,424,032	1,460,958	1,460,958	-
ANCILLARY INCOME	38,134	1,192,304	1,230,438	1,230,438	-
TOTAL EVENT INCOME	75,060	2,616,336	2,691,396	2,691,396	-
TOTAL OTHER INCOME	170,705	2,274,070	2,444,775	2,444,775	-
TOTAL INCOME	245,765	4,890,406	5,136,171	5,136,171	-
INDIRECT EXPENSES					
EXECUTIVE	11,913	179,200	191,113	191,113	-
FINANCE	20,331	206,572	226,903	226,903	-
MARKETING	20,390	268,839	289,229	289,229	-
OPERATIONS	148,909	1,459,046	1,607,955	1,607,955	-
BOX OFFICE	7,961	125,669	133,630	133,630	-
LUXURY SEATING	9,848	77,428	87,276	87,276	-
SKYWALK ADMIN	1,791	22,165	23,956	23,956	-
OVERHEAD	80,883	1,285,611	1,366,494	1,366,494	-
TOTAL INDIRECT EXP.	302,026	3,624,530	3,926,556	3,926,556	-
NET REVENUE ABOVE EXPENSES	(56,261)	1,265,876	1,209,615	1,209,615	-
LESS INCENTIVE FEE			0	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	(56,261)	1,265,876	1,209,615	1,209,615	-

Comments:

July marks the start of the 15th fiscal year for Van Andel Arena. The Arena came in under budget as ticket sales for the American Idol date were well below what they had historically done. Shortfall in that concert was offset a little by an unbudgeted WWE event.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JULY 31, 2010**

The following schedule summarizes operating results for the current month ending July 31, 2010 and the YTD ending June 30, 2010 compared to budget and to the prior year:

MONTH

	July Actual	July Budget	July FY 2010
Number of Events	3	2	1
Attendance	12,233	17,000	8,393
Direct Event Income	\$36,926	\$78,898	\$16,550
Ancillary Income	38,134	42,508	12,178
Other Income	170,705	199,888	144,285
Indirect Expenses	(302,027)	(327,214)	(227,346)
Net Income	(\$56,262)	(\$5,920)	(\$54,333)

YTD

	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	3	2	1
Attendance	12,233	17,000	8,393
Direct Event Income	\$36,926	\$78,898	\$16,550
Ancillary Income	38,134	42,508	12,178
Other Income	170,705	199,888	144,285
Indirect Expenses	(302,027)	(327,214)	(227,346)
Net Income	(\$56,262)	(\$5,920)	(\$54,333)

EVENT INCOME

Event income fell below budgeted expectations due to the very low selling American Idol concert.

ANCILLARY INCOME

Ancillary income came in a little behind budget, however, per cap spending for the Star Wars in concert and WWE events helped offset the shortfall created by the American Idol sales.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

Van Andel Arena
Income Statement
For the Month Ending July 31, 2010

	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	\$64,459	\$73,474	(9,015)	\$19,000	\$64,459	\$73,474	(9,015)	\$19,000
Service Revenue	157,876	92,852	65,024	3,929	157,876	92,852	65,024	3,929
Service Expenses	(185,409)	(87,428)	(97,981)	(6,379)	(185,409)	(87,428)	(97,981)	(6,379)
Total Direct Event Income	36,926	78,898	(41,972)	16,550	36,926	78,898	(41,972)	16,550
Ancillary Income								
F&B Concession	28,336	31,958	(3,622)	11,678	28,336	31,958	(3,622)	11,678
F&B Catering	1,003	3,314	(2,311)	0	1,003	3,314	(2,311)	0
Novelty Sales	8,777	7,236	1,541	500	8,777	7,236	1,541	500
Audio Visual	18	0	18	0	18	0	18	0
Total Ancillary Income	38,134	42,508	(4,374)	12,178	38,134	42,508	(4,374)	12,178
Other Event Income								
Ticket Rebates(Per Event)	27,542	30,820	(3,278)	0	27,542	30,820	(3,278)	0
Total Other Event Income	27,542	30,820	(3,278)	0	27,542	30,820	(3,278)	0
Total Event Income	102,602	152,226	(49,624)	28,728	102,602	152,226	(49,624)	28,728
Other Operating Income								
Luxury Box Agreements	94,970	110,068	(15,098)	94,010	94,970	110,068	(15,098)	94,010
Advertising	44,000	52,083	(8,083)	46,500	44,000	52,083	(8,083)	46,500
Other Income	4,193	6,917	(2,724)	3,775	4,193	6,917	(2,724)	3,775
Total Other Operating Income	143,163	169,068	(25,905)	144,285	143,163	169,068	(25,905)	144,285
Adjusted Gross Income	245,765	321,294	(75,529)	173,013	245,765	321,294	(75,529)	173,013
Operating Expenses								
Salaries and Wages	189,105	160,183	28,922	105,330	189,105	160,183	28,922	105,330
Payroll Taxes and Benefits	35,853	42,846	(6,993)	27,781	35,853	42,846	(6,993)	27,781
Labor Allocations to Events	(63,213)	(72,446)	9,233	(21,093)	(63,213)	(72,446)	9,233	(21,093)
Net Salaries and Benefits	161,745	130,583	31,162	112,018	161,745	130,583	31,162	112,018
Contracted Services	22,591	21,300	1,291	18,367	22,591	21,300	1,291	18,367
General and Administrative	19,753	30,742	(10,989)	14,033	19,753	30,742	(10,989)	14,033
Operations	1,853	4,996	(3,143)	760	1,853	4,996	(3,143)	760
Repair and Maintenance	6,819	17,943	(11,124)	11,713	6,819	17,943	(11,124)	11,713
Operational Supplies	17,528	19,883	(2,355)	797	17,528	19,883	(2,355)	797
Insurance	5,480	11,394	(5,914)	4,223	5,480	11,394	(5,914)	4,223
Utilities	52,744	77,150	(24,406)	52,212	52,744	77,150	(24,406)	52,212
SMG Management Fees	13,514	13,223	291	13,223	13,514	13,223	291	13,223
Total Operating Expenses	302,027	327,214	(25,187)	227,346	302,027	327,214	(25,187)	227,346
Net Income(Loss) From Operations	(56,262)	(5,920)	(50,342)	(54,333)	(56,262)	(5,920)	(50,342)	(54,333)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	(56,262)	(5,920)	(50,342)	(54,333)	(56,262)	(5,920)	(50,342)	(54,333)

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the One Month Ended July 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show						
Sporting Event	1		3,578		52,807	
Concert	2	2	8,655	17,000	61,240	177,686
Team Home Games						
Other	-	-	-	-	-	-
GRAND TOTALS	3	2	12,233	17,000	114,047	177,686

As Percentage of Overall

Family Show	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sporting Event	33.33%	0.00%	29.25%	0.00%	46.30%	0.00%
Concert	66.67%	100.00%	70.75%	100.00%	53.70%	100.00%
Team Home Games	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Van Andel Arena
Balance Sheet
As of July 31, 2010

ASSETS

Current Assets

Cash	2,257,059
Account Receivable	2,099,025
Prepaid Expenses	114,492

Total Current Assets		\$4,470,576
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Total Assets		\$4,470,576
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	126,404
Accrued Expenses	862,532
Deferred Income	2,544,158
Advanced Ticket Sales & Deposits	249,553

Total Current Liabilities		\$3,782,648
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Other Liabilities

Equity

Funds Remitted to CAA	(300,000)
Expenses Paid Direct by CAA	48,540
Beginning Balance Equity	995,651
Current Year Equity	(56,262)

Total Equity		\$687,929
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Total Liabilities and Equity		\$4,470,577
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**SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of June 30, 2010**

Current - Under 30 Days	
Food & Beverage	25,083
Ticketing	6,277
Merchandise	-
Permanent Advertising	138,457
DeVos Place	119,755
Operating	1,748,160
 Over 30 Days	 28,793
 Over 60 Days	 32,500
 Over 90 Days	
 Total Accounts Receivable	 2,099,025

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

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Forecast
Net Revenue above Expenses	1,209,615	(710,943)	498,672	885,452
Benchmark			700,000	700,000
Excess	1,209,615	(710,943)	(201,328)	185,452

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	5,136,171	4,507,596	9,643,767	9,685,239
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	336,171	307,596	643,767	785,239
Incentive Fee **	-	-	-	210,572
Total SMG Management Fee	160,417	160,417	320,834	527,915

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

DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED AUGUST 31, 2010**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

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

	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	42	452	494	494	-
ATTENDANCE	18,789	512,711	531,500	531,500	-
DIRECT EVENT REVENUE	130,494	2,278,886	2,409,380	2,409,380	-
ANCILLARY REVENUE	151,833	1,755,433	1,907,266	1,907,266	-
TOTAL EVENT REVENUE	282,327	4,034,319	4,316,646	4,316,646	-
TOTAL OTHER REVENUE	12,656	178,294	190,950	190,950	-
TOTAL OPERATING REVENUE	294,983	4,212,613	4,507,596	4,507,596	-
INDIRECT EXPENSES					
EXECUTIVE	26,611	143,001	169,612	169,612	-
FINANCE	37,232	184,703	221,935	221,935	-
MARKETING	4,493	99,176	103,669	103,669	-
OPERATIONS	192,275	1,293,250	1,485,525	1,485,525	-
EVENT SERVICES	134,643	732,033	866,676	866,676	-
BOX OFFICE	9,030	70,181	79,211	79,211	-
SALES	51,199	304,465	355,664	355,664	-
OVERHEAD	313,423	1,622,824	1,936,247	1,936,247	-
TOTAL OPERATING EXP.	768,906	4,449,633	5,218,539	5,218,539	-
NET REVENUE ABOVE EXPENSES	(473,923)	(237,020)	(710,943)	(710,943)	-
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(473,923)	(237,020)	(710,943)	(710,943)	-

Comments:

Through the first two months of the fiscal year, DeVos Place has hosted events at a consistent rate as budget, however, the revenue generated from these events has fallen well below expectations. This gap should begin to shrink over the next couple of months.

General Manager

Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED AUGUST 31, 2010**

The following schedule summarizes operating results for the current month ending August 31, 2010 and the YTD ending July 31, 2010, compared to budget and to the prior year:

MONTH	August Actual	August Budget	August FY 2010
Number of Events	21	21	35
Attendance	8,710	14,650	15,695
Direct Event Income	\$57,754	\$129,102	\$123,070
Ancillary Income	103,051	191,171	108,992
Other Income	6,269	4,833	8,666
Indirect Expenses	(406,212)	(434,879)	(355,988)
Net Income	(\$239,138)	(\$109,773)	(\$115,260)

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	42	38	65
Attendance	18,789	26,700	43,878
Direct Event Income	\$130,494	\$185,788	\$313,680
Ancillary Income	151,833	281,950	210,810
Other Income	12,656	9,666	12,176
Indirect Expenses	(768,906)	(869,758)	(722,451)
Net Income	(\$473,923)	(\$392,354)	(\$185,785)

EVENT INCOME

Direct event income fell below budgeted levels for the month as the size of a couple of events were smaller than anticipated.

ANCILLARY INCOME

Ancillary income fell below budget for the month as the events hosted were not strong ancillary events outside of Audio/Visual spending

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

DeVos Place
Income Statement
For the Two Months Ending August 31, 2010

	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	\$67,874	\$145,000	(\$77,126)	\$112,993	\$158,274	\$209,600	(\$51,326)	\$308,053
Service Revenue	52,067	129,139	(77,072)	152,269	80,756	194,475	(113,719)	248,199
Service Expenses	(62,187)	(145,037)	82,850	(142,192)	(108,536)	(218,287)	109,751	(240,572)
Total Direct Event Income	57,754	129,102	(71,348)	123,070	130,494	185,788	(55,294)	313,680
Ancillary Income								
F&B Concession	1,659	3,707	(2,048)	2,424	8,268	5,253	3,015	10,622
F&B Catering	36,436	67,969	(31,533)	33,498	51,145	100,693	(49,548)	68,756
Novelty Sales	0	0	0	3,648	0	7,026	(7,026)	3,648
Booth Cleaning	8,908	16,504	(7,596)	6,028	10,191	17,152	(6,961)	11,577
Telephone/Long Distance	0	1,512	(1,512)	0	0	24,961	(24,961)	563
Electrical Services	11,434	48,206	(36,772)	9,513	14,357	61,226	(46,869)	26,160
Audio Visual	37,953	29,860	8,093	45,049	49,547	31,666	17,881	61,002
Internet Services	756	4,248	(3,492)	17	1,653	14,808	(13,155)	11,417
Equipment Rental	5,905	19,165	(13,260)	8,815	16,672	19,165	(2,493)	17,065
Total Ancillary Income	103,051	191,171	(88,120)	108,992	151,833	281,950	(130,117)	210,810
Other Event Income								
Ticket Rebates(Per Event)	3,828	0	3,828	6,614	6,978	0	6,978	7,994
Total Other Event Income	3,828	0	3,828	6,614	6,978	0	6,978	7,994
Total Event Income	164,633	320,273	(155,640)	238,676	289,305	467,738	(178,433)	532,484
Other Operating Income								
Luxury Box Agreements	1,802	2,000	(198)	1,733	3,604	4,000	(396)	3,467
Other Income	639	2,833	(2,194)	319	2,074	5,666	(3,592)	715
Total Other Operating Income	2,441	4,833	(2,392)	2,052	5,678	9,666	(3,988)	4,182
Adjusted Gross Income	167,074	325,106	(158,032)	240,728	294,983	477,404	(182,421)	536,666
Operating Expenses								
Salaries and Wages	162,831	225,288	(62,457)	209,167	309,175	450,576	(141,401)	396,045
Payroll Taxes and Benefits	41,329	58,848	(17,519)	53,888	72,731	117,698	(44,965)	94,985
Labor Allocations to Events	(58,748)	(122,456)	63,708	(127,086)	(92,638)	(244,912)	152,274	(216,664)
Net Salaries and Benefits	145,412	161,680	(16,268)	135,969	289,268	323,360	(34,092)	274,366
Contracted Services	23,662	21,200	2,462	30,585	48,260	42,400	5,860	51,230
General and Administrative	15,309	28,058	(12,749)	26,217	31,881	56,116	(24,235)	43,805
Operations	37,617	10,312	27,305	6,667	39,514	20,624	18,890	8,417
Repair and Maintenance	16,217	41,941	(25,724)	37,449	53,802	83,882	(30,080)	73,529
Operational Supplies	10,595	21,500	(10,905)	29,952	13,878	43,000	(29,122)	31,149
Insurance	16,772	17,465	(693)	12,185	33,548	34,930	(1,382)	26,642
Utilities	127,405	119,500	7,905	63,741	232,019	239,000	(6,981)	186,868
SMG Management Fees	13,223	13,223	0	13,223	26,736	26,446	290	26,445
Total Operating Expenses	406,212	434,879	(28,667)	355,988	768,906	869,758	(100,852)	722,451
Net Income(Loss) From Operations	(239,138)	(109,773)	(129,365)	(115,260)	(473,923)	(392,354)	(81,569)	(185,785)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	(239,138)	(109,773)	(129,365)	(115,260)	(473,923)	(392,354)	(81,569)	(185,785)

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Two Months Ended August 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	14	14	8,250	17,500	185,119	199,136
Consumer/Gated Shows						
Devos Performance Hall	4	-	500	-	2,757	-
Banquets	1	1	400	650	6,255	7,138
Meetings	9	9	1,136	2,250	11,396	26,541
Other	14	14	8,503	6,300	76,841	87,458
GRAND TOTALS	42	38	18,789	26,700	282,368	320,273

As Percentage of Overall

Convention/Trade Shows	33.33%	36.84%	43.91%	65.54%	65.56%	62.18%
Consumer/Gated Shows	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Devos Performance Hall	9.52%	0.00%	2.66%	0.00%	0.98%	0.00%
Ballroom Exclusive	2.38%	2.63%	2.13%	2.43%	2.22%	2.23%
Meetings	21.43%	23.68%	6.05%	8.43%	4.04%	8.29%
Other	33.33%	36.84%	45.26%	23.60%	27.21%	27.31%

DeVos Place
Balance Sheet
As of August 31, 2010

ASSETS

Current Assets

Cash	664,319
Account Receivable	301,364
Prepaid Expenses	93,966

Total Current Assets	\$1,059,649
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Total Assets

\$1,059,649
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	29,161
Accrued Expenses	124,372
Deferred Income	55,888
Advanced Ticket Sales & Deposits	571,518

Total Current Liabilities	\$780,939
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Other Liabilities

Equity

Funds Remitted to CAA	
Expenses Paid Direct by CAA	219,110
Beginning Balance Equity	533,521
Current Year Equity	(473,921)

Total Equity	\$278,710
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Total Liabilities and Equity

\$1,059,649
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SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of August 31, 2010

Current - Under 30 Days	
Food & Beverage	38,140
Ticketing	14,006
Merchandise	-
Decorating	8,908
Audio/Visual	37,952
Van Andel Arena	(97,694)
Operating	148,617
 Over 30 Days	 87,547
 Over 60 Days	 48,754
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 301,364

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

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Forecast
Net Revenue above Expenses	1,209,615	(710,943)	498,672	885,452
Benchmark			700,000	700,000
Excess	1,209,615	(710,943)	(201,328)	185,452

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	5,136,171	4,507,596	9,643,767	9,685,239
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	336,171	307,596	643,767	785,239
Incentive Fee **	-	-	-	210,572
Total SMG Management Fee	160,417	160,417	320,834	527,915

** 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 AUGUST 31, 2010**

Distribution:

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



An SMG Managed Facility

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

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	3	108	111	111	-
ATTENDANCE	12,233	579,417	591,650	591,650	-
DIRECT EVENT INCOME	36,926	1,424,032	1,460,958	1,460,958	-
ANCILLARY INCOME	38,134	1,192,304	1,230,438	1,230,438	-
TOTAL EVENT INCOME	75,060	2,616,336	2,691,396	2,691,396	-
TOTAL OTHER INCOME	327,052	2,117,723	2,444,775	2,444,775	-
TOTAL INCOME	402,112	4,734,059	5,136,171	5,136,171	-
INDIRECT EXPENSES					
EXECUTIVE	26,182	164,931	191,113	191,113	-
FINANCE	38,132	188,771	226,903	226,903	-
MARKETING	39,470	249,759	289,229	289,229	-
OPERATIONS	237,658	1,370,297	1,607,955	1,607,955	-
BOX OFFICE	11,623	122,007	133,630	133,630	-
LUXURY SEATING	15,568	71,708	87,276	87,276	-
SKYWALK ADMIN	4,394	19,562	23,956	23,956	-
OVERHEAD	216,820	1,149,674	1,366,494	1,366,494	-
TOTAL INDIRECT EXP.	589,848	3,336,709	3,926,556	3,926,556	-
NET REVENUE ABOVE EXPENSES	(187,736)	1,397,350	1,209,615	1,209,615	-
LESS INCENTIVE FEE			0	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	(187,736)	1,397,350	1,209,615	1,209,615	-

Comments:

August was a quiet month for the Arena as no events were hosted during the month. Activity will pickup starting in September.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED AUGUST 31, 2010**

The following schedule summarizes operating results for the current month ending August 31, 2010 and the YTD ending June 30, 2010 compared to budget and to the prior year:

MONTH	August Actual	August Budget	August FY 2010
Number of Events	0	1	1
Attendance	0	8,500	8,393
Direct Event Income	\$0	\$39,449	\$16,550
Ancillary Income	0	21,254	12,178
Other Income	0	197,208	144,285
Indirect Expenses	0	(327,214)	(227,346)
Net Income	\$0	(\$69,303)	(\$54,333)

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	3	3	1
Attendance	12,233	25,500	8,393
Direct Event Income	\$36,926	\$118,347	\$105,377
Ancillary Income	38,134	63,762	89,957
Other Income	327,052	397,096	383,090
Indirect Expenses	(589,848)	(654,428)	(504,382)
Net Income	(\$187,736)	(\$75,223)	\$74,042

EVENT INCOME

Event income came in below budget as no events were hosted during the month.

ANCILLARY INCOME

Ancillary income came in below budget as no events were hosted during the month.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

Van Andel Arena
Income Statement
For the Two Months Ending August 31, 2010

	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	\$0	\$36,737	(\$50,974)	\$70,565	\$64,459	\$110,211	(\$20,843)	\$89,565
Service Revenue	0	46,426	(46,426)	115,085	157,876	139,278	18,598	119,014
Service Expenses	0	(43,714)	43,714	(96,823)	(185,409)	(131,142)	(54,267)	(103,202)
Total Direct Event Income	0	39,449	(39,449)	88,827	36,926	118,347	(81,421)	105,377
Ancillary Income								
F&B Concession	0	15,979	(15,979)	62,410	28,336	47,937	(19,601)	74,088
F&B Catering	0	1,657	(1,657)	8,141	1,003	4,971	(3,968)	8,141
Novelty Sales	0	3,618	(3,618)	7,228	8,777	10,854	(2,077)	7,728
Audio Visual	0	0	0	0	18	0	18	0
Total Ancillary Income	0	21,254	(21,254)	77,779	38,134	63,762	(25,628)	89,957
Other Event Income								
Ticket Rebates(Per Event)	0	15,410	(15,410)	31,434	27,542	46,230	(18,688)	31,434
Total Other Event Income	0	15,410	(15,410)	31,434	27,542	46,230	(18,688)	31,434
Total Event Income	0	76,113	(76,113)	198,040	102,602	228,339	(125,737)	226,768
Other Operating Income								
Luxury Box Agreements	94,060	122,798	(41,468)	140,414	189,031	232,866	(32,390)	234,424
Advertising	58,724	52,083	6,641	61,017	102,724	104,166	(1,442)	107,517
Other Income	3,562	6,917	(3,355)	5,941	7,755	13,834	(6,079)	9,715
Total Other Operating Income	156,346	181,798	(25,452)	207,372	299,510	350,866	(51,356)	351,656
Adjusted Gross Income	156,346	257,911	(101,565)	405,412	402,112	579,205	(177,093)	578,424
Operating Expenses								
Salaries and Wages	101,840	160,183	(58,343)	133,297	290,945	320,366	(29,421)	238,628
Payroll Taxes and Benefits	22,276	42,846	(20,570)	31,936	58,129	85,692	(27,563)	59,717
Labor Allocations to Events	(12,272)	(72,446)	60,174	(59,330)	(75,485)	(144,892)	69,407	(80,423)
Net Salaries and Benefits	111,844	130,583	(18,739)	105,903	273,589	261,166	12,423	217,922
Contracted Services	17,582	21,300	(3,718)	17,867	40,173	42,600	(2,427)	36,235
General and Administrative	25,601	30,742	(5,141)	25,790	45,355	61,484	(16,129)	39,823
Operations	1,009	4,996	(3,987)	2,099	2,862	9,992	(7,130)	2,859
Repair and Maintenance	4,393	17,943	(13,550)	6,485	11,212	35,886	(24,674)	18,198
Operational Supplies	3,816	19,883	(16,067)	11,786	21,344	39,766	(18,422)	12,583
Insurance	16,586	11,394	5,192	6,173	22,065	22,788	(723)	10,396
Utilities	93,768	77,150	16,618	87,710	146,512	154,300	(7,788)	139,921
SMG Management Fees	13,223	13,223	0	13,223	26,736	26,446	290	26,445
Total Operating Expenses	287,822	327,214	(39,392)	277,036	589,848	654,428	(64,580)	504,382
Net Income(Loss) From Operations	(131,476)	(69,303)	(62,173)	128,376	(187,736)	(75,223)	(112,513)	74,042
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	(131,476)	(69,303)	(62,173)	128,376	(187,736)	(75,223)	(112,513)	74,042

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Two Months Ended August 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show						
Sporting Event	1		3,578		52,807	
Concert	2	3	8,655	25,500	61,240	266,529
Team Home Games						
Other	-	-	-	-	-	-
GRAND TOTALS	3	3	12,233	25,500	114,047	266,529

As Percentage of Overall

Family Show	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sporting Event	33.33%	0.00%	29.25%	0.00%	46.30%	0.00%
Concert	66.67%	100.00%	70.75%	100.00%	53.70%	100.00%
Team Home Games	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Van Andel Arena
Balance Sheet
As of August 31, 2010

ASSETS

Current Assets

Cash	2,656,889
Account Receivable	1,149,642
Prepaid Expenses	109,024

Total Current Assets		\$3,915,556
-----------------------------	--	--------------------

Total Assets

\$3,915,556
=====

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	38,001
Accrued Expenses	383,903
Deferred Income	2,500,041
Advanced Ticket Sales & Deposits	348,424

Total Current Liabilities		\$3,270,370
----------------------------------	--	--------------------

Other Liabilities

Equity

Funds Remitted to CAA	(300,000)
Expenses Paid Direct by CAA	137,271
Beginning Balance Equity	995,651
Current Year Equity	(187,737)

Total Equity		\$645,186
---------------------	--	------------------

Total Liabilities and Equity

\$3,915,556
=====

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

Current - Under 30 Days	
Food & Beverage	-
Ticketing	12,234
Merchandise	-
Permanent Advertising	138,457
DeVos Place	97,694
Operating	193,270
 Over 30 Days	 675,487
 Over 60 Days	 32,500
 Over 90 Days	
 Total Accounts Receivable	 1,149,642

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

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Forecast
Net Revenue above Expenses	1,209,615	(710,943)	498,672	885,452
Benchmark			700,000	700,000
Excess	1,209,615	(710,943)	(201,328)	185,452

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	5,136,171	4,507,596	9,643,767	9,685,239
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	336,171	307,596	643,767	785,239
Incentive Fee **	-	-	-	210,572
Total SMG Management Fee	160,417	160,417	320,834	527,915

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



Memorandum

To: CAA Finance Committee
CAA Board Members

From: Susan Waddell, Administrative Manager

Date: September 28, 2010

Re: CAA July 2010 Financial Statements

The following is a summary of financial activity in the two operating accounts as of July 31, 2010:

	<i>1050: Operations</i>	<i>1070: Kent County Operating</i>
Beginning Balance	\$ 144,131.51	\$23,312,637.14
Cleared Transactions	<u>73,401.01</u>	<u>-352,593.58</u>
Cleared Balance	217,532.52	\$22,960,043.56
New/Uncleared Trans.	<u>-23,860.17</u>	<u>-700,000.00</u>
Register Balance	<u><u>\$ 193,672.35</u></u>	<u><u>\$22,260,043.56</u></u>

1. The July 2010 interest is not included in the Kent County operating account.
2. The land lease payment is not included due to a timing issue.
3. Bob White and I are going to work on reallocating the budget numbers to reflect a more accurate picture (e.g., parking revenues).
4. Bob White will be setting up new accounts to keep track of specific line items, such as the diversity initiative, landscaping, CVB contract, and West Michigan Sports Commission contract.

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



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8:58 AM

08/27/10

Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority

Balance Sheet

As of July 31, 2010

	Jul 31, 10
ASSETS	
Current Assets	
Checking/Savings	
1040 · Cash - Operations - SMG	5,310,756.10
1050 · Operations - Cash	193,672.35
Total Checking/Savings	5,504,428.45
Other Current Assets	
1070 · Kent County - Operating	22,937,637.14
1200 · Accounts Receivable	2,118,099.17
1300 · Prepaid Expenses	204,866.35
1600 · Advances/Deposits Receivable	-3,250,001.07
Total Other Current Assets	22,010,601.59
Total Current Assets	27,515,030.04
Fixed Assets	
Buildings & Structures	
Depreciation	-83,557.38
Original Cost	322,431.00
Total Buildings & Structures	238,873.62
Equip	
Depreciation	-817,407.58
Original Cost	1,063,917.04
Equip - Other	130,251.19
Total Equip	376,760.65
Vehicles	43,914.30
Total Fixed Assets	659,548.57
TOTAL ASSETS	28,174,578.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	46,700.70
2005 · Accounts payable - SMG	706,647.17
Total Accounts Payable	753,347.87
Other Current Liabilities	
2200 · Accrued Expenses	876,270.61
2210 · Advance Ticket Sales	3,033,935.73
2220 · Advance deposits	277,635.00
2500 · Deferred facility income	1,233,686.74
Total Other Current Liabilities	5,421,528.08
Total Current Liabilities	6,174,875.95
Total Liabilities	6,174,875.95
Equity	
3000 · Opening Bal Equity	37,035,584.45
3900 · Retained Earnings	-14,549,746.19
Net Income	-486,135.60
Total Equity	21,999,702.66
TOTAL LIABILITIES & EQUITY	28,174,578.61

9:00 AM

Grand Rapids-Kent County Convention/Arena Authority

Profit & Loss Budget vs. Actual

08/27/10

Accrual Basis

July 2010

	Jul 10	Budget	\$ Over Budget	% of Budget
Income				
4500 · Interest on Investments	0.00	36,250.00	-36,250.00	0.0%
4540 · Land Lease	0.00	10,416.91	-10,416.91	0.0%
4545 · Parking Revenues	6,310.00	85,761.33	-79,451.33	7.4%
Total Income	6,310.00	132,428.24	-126,118.24	4.8%
Expense				
6000 · Professional Services				
6001 · Accounting/Auditing Services	182.06	3,000.00	-2,817.94	6.1%
6040 · Legal Services	1,370.65	2,916.66	-1,546.01	47.0%
Total 6000 · Professional Services	1,552.71	5,916.66	-4,363.95	26.2%
6060 · Other Contractual Services	29,058.82	37,083.33	-8,024.51	78.4%
6065 · Pedestrian Safety	0.00	7,083.33	-7,083.33	0.0%
6068 · Parking Management	0.00	9,945.16	-9,945.16	0.0%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	94.58			
6110 · Meeting Expense	3,717.96	833.33	2,884.63	446.2%
6120 · Supplies	0.00	416.66	-416.66	0.0%
Total 6100 · Other Supplies & Expenses	3,812.54	1,249.99	2,562.55	305.0%
6160 · Facility Repair and Maintenance	0.00	833.33	-833.33	0.0%
6200 · Capital Replacement Projects	304,474.06	340,416.66	-35,942.60	89.4%
6210 · F&B Repair & Maintenance	0.00	1,958.33	-1,958.33	0.0%
6300 · Utilities Expense				
6301 · Electricity	93,440.07	103,250.00	-9,809.93	90.5%
6310 · Natural Gas	482.02			
6320 · Steam	33,580.18			
6330 · Telephone	36.39			
6340 · Water & Sewer	13,356.16	9,400.00	3,956.16	142.1%
Total 6300 · Utilities Expense	140,894.82	112,650.00	28,244.82	125.1%
8000 · Personal Services				
8001 · Employee Wages	10,500.42	8,915.33	1,585.09	117.8%
8030 · Employee Benefits	2,152.23	2,041.66	110.57	105.4%
Total 8000 · Personal Services	12,652.65	10,956.99	1,695.66	115.5%
Total Expense	492,445.60	528,093.78	-35,648.18	93.2%
Net Income	-486,135.60	-395,665.54	-90,470.06	122.9%

9:01 AM

Grand Rapids-Kent County Convention/Arena Authority

08/27/10

Profit & Loss Prev Year Comparison

Accrual Basis

July 2010

	Jul 10	Jul 09	\$ Change	% Change
Income				
4540 · Land Lease	0.00	-3,179.00	3,179.00	100.0%
4545 · Parking Revenues	6,310.00	-15,064.00	21,374.00	141.9%
Total Income	6,310.00	-18,243.00	24,553.00	134.6%
Expense				
6000 · Professional Services				
6001 · Accounting/Auditing Services	182.06	114.49	67.57	59.0%
6040 · Legal Services	1,370.65	-49,299.50	50,670.15	102.8%
Total 6000 · Professional Services	1,552.71	-49,185.01	50,737.72	103.2%
6060 · Other Contractual Services	29,058.82	-4,541.66	33,600.48	739.8%
6065 · Pedestrian Safety	0.00	-1,129.49	1,129.49	100.0%
6068 · Parking Management	0.00	-17,539.00	17,539.00	100.0%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	94.58	64.27	30.31	47.2%
6020 · Computer Services	0.00	240.00	-240.00	-100.0%
6110 · Meeting Expense	3,717.96	28.12	3,689.84	13,121.8%
Total 6100 · Other Supplies & Expenses	3,812.54	332.39	3,480.15	1,047.0%
6200 · Capital Replacement Projects	304,474.06	56,694.33	247,779.73	437.1%
6300 · Utilities Expense				
6301 · Electricity	93,440.07	24,121.12	69,318.95	287.4%
6310 · Natural Gas	482.02	0.00	482.02	100.0%
6320 · Steam	33,580.18	33,258.45	321.73	1.0%
6330 · Telephone	36.39	0.00	36.39	100.0%
6340 · Water & Sewer	13,356.16	5,267.60	8,088.56	153.6%
Total 6300 · Utilities Expense	140,894.82	62,647.17	78,247.65	124.9%
8000 · Personal Services				
8001 · Employee Wages	10,500.42	324.68	10,175.74	3,134.1%
8030 · Employee Benefits	2,152.23	713.63	1,438.60	201.6%
Total 8000 · Personal Services	12,652.65	1,038.31	11,614.34	1,118.6%
Total Expense	492,445.60	48,317.04	444,128.56	919.2%
Net Income	-486,135.60	-66,560.04	-419,575.56	-630.4%



Memorandum

To: CAA Finance Committee
CAA Board Members

From: Susan Waddell, Administrative Manager

Date: September 28, 2010

Re: CAA July 2010 Financial Statements

Convention
Arena
Authority

The following is a summary of financial activity in the two operating accounts as of August 31, 2010:

	<i>1050: Operations</i>	<i>1070: Kent County Operating</i>
Beginning Balance	\$ 217,532.52	\$23,312,637.14
Cleared Transactions	<u>-135,187.71</u>	<u>-352,593.58</u>
Cleared Balance	82,344.81	\$22,960,043.56
New/Uncleared Trans.	<u>-16,090.98</u>	<u>-700,000.00</u>
Register Balance	<u>\$ 66,253.83</u>	<u>\$22,260,043.56</u>

1. The land lease payment is not included due to a timing issue.
2. Bob White and I are going to work on reallocating the budget numbers to reflect a more accurate picture (e.g., parking revenues).
3. Bob White will be setting up new accounts to keep track of specific line items, such as the diversity initiative, landscaping, CVB contract, and West Michigan Sports Commission contract.

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



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Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet
As of August 31, 2010

	Aug 31, 10
ASSETS	
Current Assets	
Checking/Savings	
1040 · Cash - Operations - SMG	5,310,756.10
1050 · Operations - Cash	66,253.83
Total Checking/Savings	5,377,009.93
Other Current Assets	
1070 · Kent County - Operating	22,260,043.56
1200 · Accounts Receivable	2,118,099.17
1300 · Prepaid Expenses	204,866.35
1600 · Advances/Deposits Receivable	-3,250,001.07
Total Other Current Assets	21,333,008.01
Total Current Assets	26,710,017.94
Fixed Assets	
Buildings & Structures	
Depreciation	-83,557.38
Original Cost	322,431.00
Total Buildings & Structures	238,873.62
Equip	
Depreciation	-817,407.58
Original Cost	1,063,917.04
Equip - Other	130,251.19
Total Equip	376,760.65
Vehicles	43,914.30
Total Fixed Assets	659,548.57
TOTAL ASSETS	27,369,566.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	65,442.56
2005 · Accounts payable - SMG	706,647.17
Total Accounts Payable	772,089.73
Other Current Liabilities	
2200 · Accrued Expenses	876,270.61
2210 · Advance Ticket Sales	3,033,935.73
2220 · Advance deposits	277,635.00
2500 · Deferred facility income	1,233,686.74
Total Other Current Liabilities	5,421,528.08
Total Current Liabilities	6,193,617.81
Total Liabilities	6,193,617.81
Equity	
3000 · Opening Bal Equity	37,035,584.45
3900 · Retained Earnings	-14,549,746.19
Net Income	-1,309,889.56
Total Equity	21,175,948.70
TOTAL LIABILITIES & EQUITY	27,369,566.51

10:37 AM

Grand Rapids-Kent County Convention/Arena Authority

09/28/10

Profit & Loss Budget vs. Actual

Accrual Basis

July through August 2010

	Jul - Aug 10	Budget	\$ Over Budget	% of Budget
Income				
4500 · Interest on Investments	22,406.42	72,500.00	-50,093.58	30.9%
4540 · Land Lease	0.00	20,833.82	-20,833.82	0.0%
4545 · Parking Revenues	34,283.00	171,522.66	-137,239.66	20.0%
Total Income	56,689.42	264,856.48	-208,167.06	21.4%
Expense				
6000 · Professional Services				
6001 · Accounting/Auditing Services	1,825.31	6,000.00	-4,174.69	30.4%
6040 · Legal Services	5,955.85	5,833.32	122.53	102.1%
Total 6000 · Professional Services	7,781.16	11,833.32	-4,052.16	65.8%
6060 · Other Contractual Services	29,058.82	74,166.66	-45,107.84	39.2%
6065 · Pedestrian Safety	0.00	14,166.66	-14,166.66	0.0%
6068 · Parking Management	12,510.00	19,890.32	-7,380.32	62.9%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	131.60			
6030 · Insurance-Property/Liability	23,561.00	24,000.00	-439.00	98.2%
6110 · Meeting Expense	12,307.67	1,666.66	10,641.01	738.5%
6120 · Supplies	0.00	833.32	-833.32	0.0%
Total 6100 · Other Supplies & Expenses	36,000.27	26,499.98	9,500.29	135.9%
6160 · Facility Repair and Maintenance	0.00	1,666.66	-1,666.66	0.0%
6200 · Capital Replacement Projects	925,066.65	680,833.32	244,233.33	135.9%
6210 · F&B Repair & Maintenance	0.00	3,916.66	-3,916.66	0.0%
6300 · Utilities Expense				
6301 · Electricity	238,255.98	206,500.00	31,755.98	115.4%
6310 · Natural Gas	572.00			
6320 · Steam	64,632.64			
6330 · Telephone	36.39			
6340 · Water & Sewer	24,992.23	18,800.00	6,192.23	132.9%
Total 6300 · Utilities Expense	328,489.24	225,300.00	103,189.24	145.8%
8000 · Personal Services				
8001 · Employee Wages	21,763.62	17,830.66	3,932.96	122.1%
8030 · Employee Benefits	5,909.22	4,083.32	1,825.90	144.7%
Total 8000 · Personal Services	27,672.84	21,913.98	5,758.86	126.3%
Total Expense	1,366,578.98	1,080,187.56	286,391.42	126.5%
Net Income	-1,309,889.56	-815,331.08	-494,558.48	160.7%

10:38 AM

09/28/10

Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Profit & Loss Prev Year Comparison
July through August 2010

	Jul - Aug 10	Jul - Aug 09	\$ Change	% Change
Income				
4500 · Interest on Investments	22,406.42	39,696.14	-17,289.72	-43.6%
4540 · Land Lease	0.00	-3,179.00	3,179.00	100.0%
4545 · Parking Revenues	34,283.00	14,016.00	20,267.00	144.6%
Total Income	56,689.42	50,533.14	6,156.28	12.2%
Expense				
6000 · Professional Services				
6001 · Accounting/Auditing Services	1,825.31	1,889.49	-64.18	-3.4%
6040 · Legal Services	5,955.85	-43,321.50	49,277.35	113.8%
Total 6000 · Professional Services	7,781.16	-41,432.01	49,213.17	118.8%
6060 · Other Contractual Services	29,058.82	25,000.00	4,058.82	16.2%
6065 · Pedestrian Safety	0.00	4,341.82	-4,341.82	-100.0%
6068 · Parking Management	12,510.00	0.00	12,510.00	100.0%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	131.60	124.69	6.91	5.5%
6020 · Computer Services	0.00	240.00	-240.00	-100.0%
6030 · Insurance-Property/Liability	23,561.00	22,853.00	708.00	3.1%
6110 · Meeting Expense	12,307.67	7,993.61	4,314.06	54.0%
Total 6100 · Other Supplies & Expenses	36,000.27	31,211.30	4,788.97	15.3%
6200 · Capital Replacement Projects	925,066.65	181,594.95	743,471.70	409.4%
6300 · Utilities Expense				
6301 · Electricity	238,255.98	149,528.68	88,727.30	59.3%
6310 · Natural Gas	572.00	344.86	227.14	65.9%
6320 · Steam	64,632.64	58,057.23	6,575.41	11.3%
6330 · Telephone	36.39	0.00	36.39	100.0%
6340 · Water & Sewer	24,992.23	12,984.97	12,007.26	92.5%
Total 6300 · Utilities Expense	328,489.24	220,915.74	107,573.50	48.7%
8000 · Personal Services				
8001 · Employee Wages	21,763.62	7,274.68	14,488.94	199.2%
8030 · Employee Benefits	5,909.22	4,098.43	1,810.79	44.2%
Total 8000 · Personal Services	27,672.84	11,373.11	16,299.73	143.3%
Total Expense	1,366,578.98	433,004.91	933,574.07	215.6%
Net Income	-1,309,889.56	-382,471.77	-927,417.79	-242.5%



Memorandum

To: CAA Board Members
From: Rich MacKeigan, Executive Director
Date: September 27, 2010
Re: Booking Policy Review

Convention
Arena
Authority

The CAA re-approved the current booking policy in June 2007. At that time, I recommended no changes and another review in three years. I have completed a review of the booking policy for DeVos Place. We requested feedback on the present policy from the arts tenants, ShowSpan, and the CVB. The Broadway Theater Guild voiced a desire to receive more favorable treatment than they currently receive.

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

The assessment was broken into two pieces, DeVos Performance Hall and the rest of DeVos Place. After conducting my review of the booking policy, I am recommending to the CAA that no change to the booking policy be made at this time. I would also recommend another review next year, if necessary. One change I am enacting is more of a practice than policy. SMG will insert themselves into the date negotiations for the next scheduled season (2012/13). This will provide us first hand involvement in the scheduling practices for a better position to assess the policy's strengths and weaknesses.

DeVos Performance Hall

DeVos Performance Hall is used principally by four arts groups, namely, Broadway Grand Rapids, Opera Grand Rapids, the Grand Rapids Symphony, and the Grand Rapids Ballet Co. Presently, the policy as adopted by the CAA has Broadway GR in a fourth priority position. This is a policy that was originally drafted by the City of Grand Rapids and adopted by the CAA. This policy provides a higher priority to the other arts tenants primarily due to the fact that the talent is mostly (and in many instances exclusively) local. Additionally, the majority of the revenue for the Ballet, Opera and Symphony stays in West Michigan, while Broadway shows are paid a fee with the overage retained by BTG.

Each of the arts tenants were contacted to see if they would like to see modifications to the booking policy. We received a request for consideration of changes to the policy. I attended several meetings this summer with the various arts tenants in an attempt to resolve this issue. DeVos Place

The policy provides priority use for conventions and tradeshow which guarantee 500 contracted peak room nights and total rooms night of 1,000 in Kent County. These "Major Events" can book 5 years out. For the exhibit hall, a priority is then afforded to smaller convention business using 250 peak room nights and 500 total room nights. Beyond that all other business, regardless of room nights, may be booked inside of eighteen months. The same practice applies for the ball room with the exception that the date window is twelve months, rather than eighteen.



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The only exceptions to this practice are four Major Consumer Shows (Boat Show, Auto Show, Sport Show and Home & Garden Show) specifically identified within the booking policy. These four events may submit a three week window hold for the use of one of these weeks. They may be moved within the window provided the event which displaces them meets the Major Event room night requirement. Once the eighteen month window is reached, the dates for the consumer show can be locked in. Each of these consumer shows has access to the Exhibit Hall. The Boat Show is the only consumer show which also has the policy apply to the Ballroom as well as Exhibit Hall. SMG recommends no changes to the current booking policy.

One might argue that this process should have resulted in changes. The goal of the process and the specific need outlined in the booking policy was not to change the policy after a review, but rather to assess it. I believe the policy remains sound and am confident with the recommendations provided for the CAA's consideration. Please feel free to contact me (742-6189) with your questions. Thank you.

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Sep 22	Spirit of America	GC		Arena	8:00A-12A	Load-in/Tech rehearsals
		DG		Banquet B/C/Hallway	7A-7P	Backstage catering
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Thur, Sep 23	Spirit of America	GC		Arena	8:00A-12A	Tech Rehearsals/Full walk-thru
		DG		Banquet B/C/Hallway	7A-7P	Backstage catering
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Fri, Sep 24	Spirit of America	GC	EDDIE	Arena	8:00 AM 9:00 AM 10:30A-1:30P 6:00 PM 7:30P-10:30P 12:00 AM	Start of day Doors Performance #1 (student day) Doors Performance #2 Production teams clear building
		DG		Banquet B/C/Hallway	7A-10P	Backstage catering
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sat, Sep 25	Spirit of America	GC	LYNNE	Arena	8:00 AM 12:30 PM 2P-5:15P 6:30 PM 7:30P-10:30P 10:30 PM	Start of day Doors Performance #3 Doors Performance #4 Load-out
		DG		Banquet B/C/Hallway	7A-10P	Backstage catering
Sun, Sep 26	Spirit of America	GC		Arena	8:00 AM	Load-out
Mon, Sep 27	Daktronics	JW		Arena	7:30A-5P	LED Ribbon Board installation
	Rockford Construction			Arena Concourse	7A-5P	Expansion
Tue, Sep 28	Daktronics	JW		Arena	7:30A-5P	LED Ribbon Board installation
	Rockford Construction			Arena Concourse	7A-5P	Expansion
Wed, Sep 29	Daktronics	JW		Arena	7:30A-5P	LED Ribbon Board installation
	Rockford Construction			Arena Concourse	7A-5P	Expansion
Thur, Sep 30	SMG	DG		The Club	6P-8P	Suite Administrator's Banquet
	Daktronics	JW		Arena	7:30A-5P	LED Ribbon Board installation
	Rockford Construction			Arena Concourse	7A-5P	Expansion
Fri, Oct 1	Daktronics	JW		Arena	7:30A-5P	LED Ribbon Board installation
	Rockford Construction			Arena Concourse	7A-5P	Expansion
Sat, Oct 2	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sun, Oct 3	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Mon, Oct 4	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
	Daktronics			Arena	7:30A-5P	LED Ribbon Board installation
Tue, Oct 5	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
	Daktronics			Arena	7:30A-5P	LED Ribbon Board installation
Wed, Oct 6	SMG	KA		Arena	7A-5P	Ice maintenance
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Thur, Oct 7	SMG	KA		Arena	7A-5P	Ice maintenance
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Fri, Oct 8	Griffins vs Abbotsford	GC	JIM	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Griffins season home opener
		DG		Suite 101A	6P-9:30P	Banquet
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sat, Oct 9	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sun, Oct 10	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Mon, Oct 11	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Tue, Oct 12	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Wed, Oct 13	Pistons vs Mavericks	GC	TODD	Arena	7:00 PM	NBA Exhibition Game

Thur, Oct 14	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Fri, Oct 15	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sat, Oct 16	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sun, Oct 17	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Mon, Oct 18	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Tue, Oct 19	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Wed, Oct 20	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Thur, Oct 21	TNA Wrestling	GC	CHRIS	Arena	7:30 PM	Performance
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Fri, Oct 22	Griffins vs Milwaukee	GC	KATHY	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sat, Oct 23	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion
Sun, Oct 24	Rockford Construction	JW		Arena Concourse	7A-5P	Expansion

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
9/28/2010 Tue	Fannie Mae	Making Home Affordable	BALL A	Meeting Space	Rebecca Chesnut, CMP	600
9/28/2010 Tue	Fannie Mae	Making Home Affordable	BALL A COAT	Meeting Space	Rebecca Chesnut, CMP	600
9/28/2010 Tue	Fannie Mae	Making Home Affordable	BALL B	Meeting Space	Rebecca Chesnut, CMP	600
9/28/2010 Tue	Fannie Mae	Making Home Affordable	CHASE	Lunch	Rebecca Chesnut, CMP	600
9/28/2010 Tue	Fannie Mae	Making Home Affordable	RO EF	Meeting Space	Rebecca Chesnut, CMP	600
9/28/2010 Tue	Grand Rapids Symphony	Grand Rapids Symphony - "V3"	DVPH	Set Up	Andy Kursch	0
9/28/2010 Tue	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	RECITAL	(none)	Andy Kursch	2400
9/28/2010 Tue	SMG	Airwall Maintenance	GG ABCDEF	INTERNAL (SMG or CAA)	TBD	0
9/28/2010 Tue	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
9/29/2010 Wed	Grand Rapids Symphony	Grand Rapids Symphony - "V3"	DVPH	PERFORMANCE	Andy Kursch	0
9/29/2010 Wed	SMG	Airwall Maintenance	GGO AB	INTERNAL (SMG or CAA)	TBD	0
9/29/2010 Wed	SMG	Airwall Maintenance	GGO CD	INTERNAL (SMG or CAA)	TBD	0
9/29/2010 Wed	SMG	Airwall Maintenance	GGO EF	INTERNAL (SMG or CAA)	TBD	0
9/29/2010 Wed	SMG	Airwall Maintenance	GGO GH	INTERNAL (SMG or CAA)	TBD	0
9/29/2010 Wed	SMG	ArtPrize 2010	SKYWALK	(none)	Deanna Albanelli	5000
9/29/2010 Wed	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL A	Set Up	Deanna Albanelli	600
9/29/2010 Wed	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL CD	Set Up	Deanna Albanelli	600
9/29/2010 Wed	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL CD PRE FUNC	Set Up	Deanna Albanelli	600
9/29/2010 Wed	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG ABCDEF	Breakout Room	Deanna Albanelli	600
9/29/2010 Wed	USA Financial	USA Financial	MON ABCD	Meeting Space	Intern Devos Place	60
9/29/2010 Wed	USA Financial	USA Financial	RECITAL	Meeting Space	Intern Devos Place	60
9/30/2010 Thu	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	DVPH	(none)	Andy Kursch	2400
9/30/2010 Thu	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL A	CONVENTION	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL B	Lunch	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL CD	Exhibit	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL CD PRE FUNC	CONVENTION	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	CHASE	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG	Break	Deanna Albanelli	600

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GG AB	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GG C	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GG D	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GG E	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GG F	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO A	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO B	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO C	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO D	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO E	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO F	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO G	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	GGO H	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	RO AB	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	RO CD	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	State Bar of Michigan	Annual Meeting State Bar of Michigan 2010 Annual Meeting	RO EF	Breakout Room	Deanna Albanelli	600
9/30/2010 Thu	USA Financial	Annual Meeting USA Financial	MON ABCD	Meeting Space	Intern Devos Place	60
9/30/2010 Thu	USA Financial	Annual Meeting USA Financial	RECITAL	Meeting Space	Intern Devos Place	60
10/1/2010 Fri	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	DVPH	Performance / Show	Andy Kursch	2400
10/1/2010 Fri	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	RECITAL	(none)	Andy Kursch	2400
10/1/2010 Fri	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	RECITAL	Performance / Show	Andy Kursch	2400
10/1/2010 Fri	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL A	CONVENTION	Deanna Albanelli	600

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL B	Lunch	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	BALL CD	Exhibit	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG	Break	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG AB	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG C	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG D	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG E	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GG F	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO A	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO B	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO CD	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO E	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO F	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO G	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	GGO H	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO A	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO B	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO C	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO D	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO E	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	State Bar of Michigan	State Bar of Michigan 2010 Annual Meeting	RO F	Breakout Room	Deanna Albanelli	600
10/1/2010 Fri	USA Financial	USA Financial	MON ABCD	Meeting Space	Intern Devos Place	60
10/1/2010 Fri	USA Financial	USA Financial	RECITAL	Meeting Space	Intern Devos Place	60
10/2/2010 Sat	Grand Rapids Symphony	Grand Rapids Symphony - Classical 1 "Pictures at an	DVPH	Performance / Show	Andy Kursch	2400

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/2/2010 Sat	Grand Rapids Symphony	Exhibition" Grand Rapids Symphony - Classical 1 "Pictures at an Exhibition"	RECITAL	Performance / Show	Andy Kursch	2400
10/2/2010 Sat	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/2/2010 Sat	Spectrum Health	Spectrum Health Service Awards Dinner	BALL A COAT	Storage	Jessica Louttit	700
10/2/2010 Sat	Spectrum Health	Spectrum Health Service Awards Dinner	BALL AB	Dinner	Jessica Louttit	700
10/2/2010 Sat	Spectrum Health	Spectrum Health Service Awards Dinner	BUSCTR	(none)	Jessica Louttit	700
10/3/2010 Sun	Gordon Food Service, Inc.	2010 Annual Food Show	EH ABC	Set Up	Deanna Albanelli	8000
10/3/2010 Sun	Grand Rapids Symphony	GRSO Auditions	DVPH	PERFORMANCE	Andy Kursch	0
10/3/2010 Sun	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/3/2010 Sun	Talent on Parade	Talent on Parade	BALL C	Meeting Space	Intern Devos Place	200
10/3/2010 Sun	Talent on Parade	Talent on Parade	BALL D	Meeting Space	Intern Devos Place	200
10/3/2010 Sun	Talent on Parade	Talent on Parade	GG EF	Meeting Space	Intern Devos Place	200
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	EH ABC	Exhibit	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GG	Break	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GG AB	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GG CD	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GG E	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GG F	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO A	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO B	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO C	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO D	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO E	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO F	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Gordon Food Service, Inc.	2010 Annual Food Show	GGO GH	Breakout Room	Deanna Albanelli	8000
10/4/2010 Mon	Grand Rapids Symphony	GRSO Auditions	DVPH	Performance / Show	Andy Kursch	0
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	BALL AB	Exhibit	Rebecca Chesnut, CMP	600
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	BALL CD	Lunch	Rebecca Chesnut, CMP	600
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	CHASE	Meeting Space	Rebecca Chesnut, CMP	600
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO AB	Meeting Space	Rebecca Chesnut, CMP	600
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO CD	Meeting Space	Rebecca Chesnut, CMP	600

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/4/2010 Mon	Human Resource Mgt. MI Council of Society for Human Resource Mgt.	Human Resource Managem MI Council of Society for Human Resource Managem	RO E	Meeting Space	Rebecca Chesnut, CMP	600
10/4/2010 Mon	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO F	Meeting Space	Rebecca Chesnut, CMP	600
10/4/2010 Mon	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	EH ABC	Exhibit	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GG	Break	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GG AB	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GG CD	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GG E	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GG F	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO A	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO B	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO C	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO D	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO E	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO F	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Gordon Food Service, Inc.	2010 Annual Food Show	GGO GH	Breakout Room	Deanna Albanelli	8000
10/5/2010 Tue	Grand Rapids Symphony	GRSO Auditions	DVPH	Performance / Show	Andy Kursch	0
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	BALL AB	Exhibit	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	BALL CD	Lunch	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	CHASE	Meeting Space	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO AB	Meeting Space	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO CD	Meeting Space	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO E	Meeting Space	Rebecca Chesnut, CMP	600
10/5/2010 Tue	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO F	Meeting Space	Rebecca Chesnut, CMP	600
10/5/2010 Tue	Nestle Waters	Nestle Waters Make Your	MON B	Meeting Space	Jessica Louttit	0

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/5/2010 Tue	Nestle Waters	Mark Nestle Waters Make Your Mark	MON C	Meeting Space	Jessica Louttit	0
10/5/2010 Tue	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/6/2010 Wed	ArtPrize	ArtPrize Closing Ceremony	BALL B	Set Up	Deanna Albanelli	1000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	EH ABC	Exhibit	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GG	Break	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GG AB	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GG CD	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GG E	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GG F	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO A	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO B	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO C	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO D	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO E	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO F	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	Gordon Food Service, Inc.	2010 Annual Food Show	GGO GH	Breakout Room	Deanna Albanelli	8000
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	BALL CD	Lunch	Rebecca Chesnut, CMP	600
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	CHASE	Meeting Space	Rebecca Chesnut, CMP	600
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO AB	Meeting Space	Rebecca Chesnut, CMP	600
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO CD	Meeting Space	Rebecca Chesnut, CMP	600
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO E	Meeting Space	Rebecca Chesnut, CMP	600
10/6/2010 Wed	MI Council of Society for Human Resource Mgt.	MI Council of Society for Human Resource Managem	RO F	Meeting Space	Rebecca Chesnut, CMP	600
10/6/2010 Wed	Nestle Waters	Mark Nestle Waters Make Your Mark	MON B	Meeting Space	Jessica Louttit	0
10/6/2010 Wed	Nestle Waters	Mark Nestle Waters Make Your Mark	MON C	Meeting Space	Jessica Louttit	0
10/6/2010 Wed	Partners Worldwide	Partners Worldwide	WELSH	Exhibit	Intern Devos Place	500
10/6/2010 Wed	SMG	CVB MAC Council Meeting	MON A	INTERNAL (SMG or CAA)	Eddie Tadlock	0
10/6/2010 Wed	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/7/2010 Thu	ArtPrize	ArtPrize Closing Ceremony	BALL BCD	Performance / Show	Deanna Albanelli	1000
10/7/2010 Thu	ArtPrize	ArtPrize VIP Reception & After-Glow	EH B	Reception Area	Deanna Albanelli	0
10/7/2010 Thu	ArtPrize	ArtPrize VIP Reception & After-Glow	SKYWALK	Reception Area	Deanna Albanelli	0
10/7/2010 Thu	Gordon Food Service, Inc.	2010 Annual Food Show	EH A	Teardown	Deanna Albanelli	8000
10/7/2010 Thu	Gordon Food Service, Inc.	2010 Annual Food Show	EH C	Teardown	Deanna Albanelli	8000
10/7/2010 Thu	Gordon Food Service, Inc.	2010 Annual Food Show	GG	Break	Deanna Albanelli	8000
10/7/2010 Thu	Grand Rapids Symphony	"Pops I""Rockapella Goes Retro""	DVPH	Set Up	Andy Kursch	0
10/7/2010 Thu	Nestle Waters	Nestle Waters Make Your Mark	MON B	Meeting Space	Jessica Louttit	0
10/7/2010 Thu	Nestle Waters	Nestle Waters Make Your Mark	MON C	Meeting Space	Jessica Louttit	0
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	BALL A	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO A	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO B	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO C	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO D	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO E	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO F	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO G	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	GGO H	Meeting Space	Intern Devos Place	500
10/7/2010 Thu	Partners Worldwide	Partners Worldwide	WELSH	Exhibit	Intern Devos Place	500
10/7/2010 Thu	SMG	Safety Meeting	SMG BDRM	INTERNAL (SMG or CAA)	TBD	0
10/8/2010 Fri	City of Grand Rapids	2010 City Managers Meetings	GG A	Meeting Space	Rebecca Chesnut, CMP	0
10/8/2010 Fri	Grand Rapids Symphony	"Pops I""Rockapella Goes Retro""	DVPH	Performance / Show	Andy Kursch	0
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	BALL A	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO A	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO B	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO C	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO D	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO E	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO F	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO G	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	GGO H	Meeting Space	Intern Devos Place	500
10/8/2010 Fri	Partners Worldwide	Partners Worldwide	WELSH	Exhibit	Intern Devos Place	500
10/8/2010 Fri	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/8/2010 Fri	West Michigan Wedding Association	West Michigan Wedding Association	BALL BCD	Set Up	Jessica Louttit	0

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/9/2010 Sat	Grand Rapids Symphony	"Pops I""Rockapella Goes Retro""	DVPH	Performance / Show	Andy Kursch	0
10/9/2010 Sat	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/9/2010 Sat	West Michigan Wedding Association	West Michigan Wedding Association	BALL ABCD	Exhibit	Jessica Louttit	0
10/10/2010 Sun	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Set Up	Deanna Albanelli	1500
10/10/2010 Sun	Grand Rapids Symphony	"Pops I""Rockapella Goes Retro""	DVPH	Performance / Show	Andy Kursch	0
10/10/2010 Sun	Michigan Sheriff's Association	2010 Fall Conference	RO AB	Meeting Space	Jessica Louttit	500
10/10/2010 Sun	Michigan Sheriff's Association	2010 Fall Conference	RO C	Meeting Space	Jessica Louttit	500
10/10/2010 Sun	SMG	ArtPrize 2010	SKYWALK	Exhibit	Deanna Albanelli	5000
10/10/2010 Sun	West Michigan Wedding Association	West Michigan Wedding Association	BALL ABCD	Exhibit	Jessica Louttit	0
10/11/2010 Mon	Commerce Great Lakes	Commerce Great Lakes '11 Show	BALL CD	Set Up	Deanna Albanelli	1500
10/11/2010 Mon	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Exhibit	Deanna Albanelli	1500
10/11/2010 Mon	Commerce Great Lakes	Commerce Great Lakes '11 Show	GG ABCDEF	Breakout Room	Deanna Albanelli	1500
10/11/2010 Mon	Michigan Blueberry Growers Association	2010 National Blueberry Conference and Expo	EH C	Set Up	Rebecca Chesnut, CMP	800
10/11/2010 Mon	Michigan Blueberry Growers Association	2010 National Blueberry Conference and Expo	MON ABCD	Set Up	Rebecca Chesnut, CMP	800
10/11/2010 Mon	Michigan Sheriff's Association	2010 Fall Conference	BALL AB	Exhibit	Jessica Louttit	500
10/11/2010 Mon	Michigan Sheriff's Association	2010 Fall Conference	RO AB	Meeting Space	Jessica Louttit	500
10/11/2010 Mon	Michigan Sheriff's Association	2010 Fall Conference	RO C	Meeting Space	Jessica Louttit	500
10/12/2010 Tue	Commerce Great Lakes	Commerce Great Lakes '11 Show	BALL ABCD	TRADE SHOW	Deanna Albanelli	1500
10/12/2010 Tue	Commerce Great Lakes	Commerce Great Lakes '11 Show	BALL CD	Dinner	Deanna Albanelli	1500
10/12/2010 Tue	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Exhibit	Deanna Albanelli	1500
10/12/2010 Tue	Commerce Great Lakes	Commerce Great Lakes '11 Show	GG ABCDEF	Breakout Room	Deanna Albanelli	1500
10/12/2010 Tue	Commerce Great Lakes	Commerce Great Lakes '11 Show	RECITAL	Breakout Room	Deanna Albanelli	1500
10/12/2010 Tue	Grand Rapids Symphony	"Symphonic Boom I""Lord of the Rings: The Two Towers"	DVPH	Set Up	Andy Kursch	0
10/12/2010 Tue	Michigan Blueberry	2010 National Blueberry	EH C	Exhibit	Rebecca Chesnut, CMP	800

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/12/2010 Tue	Growers Association Michigan Blueberry Growers Association	Conference and Expo 2010 National Blueberry Conference and Expo	MON ABCD	Breakfast	Rebecca Chesnut, CMP	800
10/12/2010 Tue	Michigan Sheriffs Association	2010 Fall Conference	BALL AB	Exhibit	Jessica Louttit	500
10/12/2010 Tue	Michigan Sheriffs Association	2010 Fall Conference	RO AB	Meeting Space	Jessica Louttit	500
10/12/2010 Tue	Michigan Sheriffs Association	2010 Fall Conference	RO C	Meeting Space	Jessica Louttit	500
10/13/2010 Wed	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Exhibit	Deanna Albanelli	1500
10/13/2010 Wed	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Exhibit	Deanna Albanelli	1500
10/13/2010 Wed	Commerce Great Lakes	Commerce Great Lakes '11 Show	GG ABCDEF	Breakout Room	Deanna Albanelli	1500
10/13/2010 Wed	Grand Rapids Symphony	"Symphonic Boom I ""Lord of the Rings: The Two Tow"	DVPH	Set Up	Andy Kursch	0
10/13/2010 Wed	Grand Valley State University	Internship & Job Fair	BALL BCD	Exhibit	Intern Devos Place	1000
10/13/2010 Wed	Michigan Blueberry Growers Association	2010 National Blueberry Conference and Expo	EH C	Exhibit	Rebecca Chesnut, CMP	800
10/13/2010 Wed	SMG	A New Conversation	BALL A	INTERNAL (SMG or CAA)	Eddie Tadlock	0
10/14/2010 Thu	Commerce Great Lakes	Commerce Great Lakes '11 Show	EH AB	Exhibit	Deanna Albanelli	1500
10/14/2010 Thu	Grand Rapids Symphony	"Symphonic Boom I ""Lord of the Rings: The Two Tow"	DVPH	Set Up	Andy Kursch	0
10/14/2010 Thu	Hub International Midwest	Hub International	RO AB	Meeting Space	Jessica Louttit	0
10/14/2010 Thu	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Set Up	Rebecca Chesnut, CMP	0
10/14/2010 Thu	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Set Up	Rebecca Chesnut, CMP	0
10/14/2010 Thu	Michigan Blueberry Growers Association	2010 National Blueberry Conference and Expo	EH C	Teardown	Rebecca Chesnut, CMP	800
10/14/2010 Thu	Michigan Blueberry Growers Association	2010 National Blueberry Conference and Expo	EH C	Teardown	Rebecca Chesnut, CMP	800
10/15/2010 Fri	Grand Rapids Symphony	"Symphonic Boom I ""Lord of the Rings: The Two Tow"	DVPH	Performance / Show	Andy Kursch	0
10/15/2010 Fri	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Set Up	Rebecca Chesnut, CMP	0
10/15/2010 Fri	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Set Up	Rebecca Chesnut, CMP	0
10/15/2010 Fri	Maly's Of Michigan	2010 Maly's Salon Forum	EH C	Set Up	Rebecca Chesnut, CMP	0
10/15/2010 Fri	Maly's Of Michigan	2010 Maly's Salon Forum	GG ABCDEF	Set Up	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Grand Rapids Symphony	"Symphonic Boom I ""Lord of the Rings: The Two Tow"	DVPH	Performance / Show	Andy Kursch	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Meeting Space	Rebecca Chesnut, CMP	0

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	CHASE	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	EH C	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	GG ABCDEF	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	GGO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	GGO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	GGO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	GGO GH	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	RO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	RO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/16/2010 Sat	Maly's Of Michigan	2010 Maly's Salon Forum	RO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	CHASE	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	EH C	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	GG ABCDEF	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	GGO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	GGO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	GGO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	GGO GH	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	RO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	RO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	RO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/17/2010 Sun	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	CHASE	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	EH C	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GG ABCDEF	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO GH	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	BALL AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	BALL CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	CHASE	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	EH C	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GG ABCDEF	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	GGO GH	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO AB	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO CD	Meeting Space	Rebecca Chesnut, CMP	0
10/18/2010 Mon	Maly's Of Michigan	2010 Maly's Salon Forum	RO EF	Meeting Space	Rebecca Chesnut, CMP	0
10/19/2010 Tue	Inner City Christian Federation	Inner City Christian Federation Fall Event	BALL CD	Dinner	Jessica Louttit	0
10/19/2010 Tue	Inner City Christian Federation	Inner City Christian Federation Fall Event	BUSCTR	Reception Area	Jessica Louttit	0
10/19/2010 Tue	Microsoft	CR DPE TechNet - IT Pro Windows 7 Deploy Event	GG A	Meeting Space	Deanna Albanelli	0

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/19/2010 Tue	Nestle Waters	Nestle Waters Make Your Mark	RO A	Meeting Space	Jessica Louttit	0
10/19/2010 Tue	SMG	Airwall Maintenance	BALL AB	INTERNAL (SMG or CAA)	TBD	0
10/20/2010 Wed	Grand Rapids Ballet	Who Cares?	DVPH	Set Up	Andy Kursch	0
10/20/2010 Wed	National Association for Campus Activities	2010 NACA Mid America Regional	BALL ABCD	Set Up	Jessica Louttit	1100
10/20/2010 Wed	National Association for Campus Activities	2010 NACA Mid America Regional	EH C	Set Up	Jessica Louttit	1100
10/20/2010 Wed	National Association for Campus Activities	2010 NACA Mid America Regional	EHC PRE FUNC	Set Up	Jessica Louttit	1100
10/20/2010 Wed	National Association for Campus Activities	2010 NACA Mid America Regional	SECCHIA	Set Up	Jessica Louttit	1100
10/20/2010 Wed	National Association for Campus Activities	2010 NACA Mid America Regional	SMG BDRM	MEETING	Jessica Louttit	1100
10/20/2010 Wed	Nestle Waters	Nestle Waters Make Your Mark	RO A	Meeting Space	Jessica Louttit	0
10/21/2010 Thu	Grand Rapids Ballet	Who Cares?	DVPH	Set Up	Andy Kursch	0
10/21/2010 Thu	National Association for Campus Activities	2010 NACA Mid America Regional	BALL ABCD	General Session	Jessica Louttit	1100
10/21/2010 Thu	National Association for Campus Activities	2010 NACA Mid America Regional	EH B	Lunch	Jessica Louttit	1100
10/21/2010 Thu	National Association for Campus Activities	2010 NACA Mid America Regional	EH C	Exhibit	Jessica Louttit	1100
10/21/2010 Thu	National Association for Campus Activities	2010 NACA Mid America Regional	EHC PRE FUNC	Break	Jessica Louttit	1100
10/21/2010 Thu	National Association for Campus Activities	2010 NACA Mid America Regional	SECCHIA	Registration	Jessica Louttit	1100
10/21/2010 Thu	Nestle Waters	Nestle Waters Make Your Mark	RO A	Meeting Space	Jessica Louttit	0
10/22/2010 Fri	Grand Rapids Ballet	Who Cares?	DVPH	Performance / Show	Andy Kursch	0
10/22/2010 Fri	National Association for Campus Activities	2010 NACA Mid America Regional	BALL ABCD	General Session	Jessica Louttit	1100
10/22/2010 Fri	National Association for Campus Activities	2010 NACA Mid America Regional	EH C	Exhibit	Jessica Louttit	1100
10/22/2010 Fri	National Association for Campus Activities	2010 NACA Mid America Regional	EHC PRE FUNC	Break	Jessica Louttit	1100
10/22/2010 Fri	National Association for Campus Activities	2010 NACA Mid America Regional	SECCHIA	Registration	Jessica Louttit	1100
10/23/2010 Sat	Grand Rapids Ballet	Who Cares?	DVPH	Performance / Show	Andy Kursch	0
10/23/2010 Sat	National Association for Campus Activities	2010 NACA Mid America Regional	BALL ABCD	General Session	Jessica Louttit	1100
10/23/2010 Sat	National Association for Campus Activities	2010 NACA Mid America Regional	EH B	Lunch	Jessica Louttit	1100
10/23/2010 Sat	National Association for Campus Activities	2010 NACA Mid America Regional	EH C	Exhibit	Jessica Louttit	1100
10/23/2010 Sat	National Association for Campus Activities	2010 NACA Mid America Regional	EHC PRE FUNC	Break	Jessica Louttit	1100

Booking Date (315)	Group	Event Name	Room Code	Event Type	Event Coordinator	Estimated Event Attendance
10/23/2010 Sat	Campus Activities National Association for Campus Activities	Regional 2010 NACA Mid America Regional	SECCHIA	Registration	Jessica Louttit	1100
10/24/2010 Sun	Grand Rapids Ballet	Who Cares?	DVPH	Performance / Show	Andy Kursch	0
10/24/2010 Sun	National Association for Campus Activities	2010 NACA Mid America Regional	EH C	Teardown	Jessica Louttit	1100
10/24/2010 Sun	National Association for Campus Activities	2010 NACA Mid America Regional	EH PRE FUNC	Teardown	Jessica Louttit	1100
10/24/2010 Sun	SMG	Potential Ballroom Maintenance	BALL ABCD	Out of Order	TBD	0
10/25/2010 Mon	Michigan Association of School Administrators	MI Dept of Education - Common Core State Standards	BALL CD	Meeting Space	Jessica Louttit	750
10/25/2010 Mon	Michigan Association of School Administrators	MI Dept of Education - Common Core State Standards	BUSCTR	Office	Jessica Louttit	750
10/25/2010 Mon	Michigan Association of School Administrators	MI Dept of Education - Common Core State Standards	GG ABCDEF	Meeting Space	Jessica Louttit	750
10/25/2010 Mon	Michigan Association of School Administrators	MI Dept of Education - Common Core State Standards	GGO EF	Meeting Space	Jessica Louttit	750
10/25/2010 Mon	Michigan Association of School Administrators	MI Dept of Education - Common Core State Standards	GGO GH	Meeting Space	Jessica Louttit	750