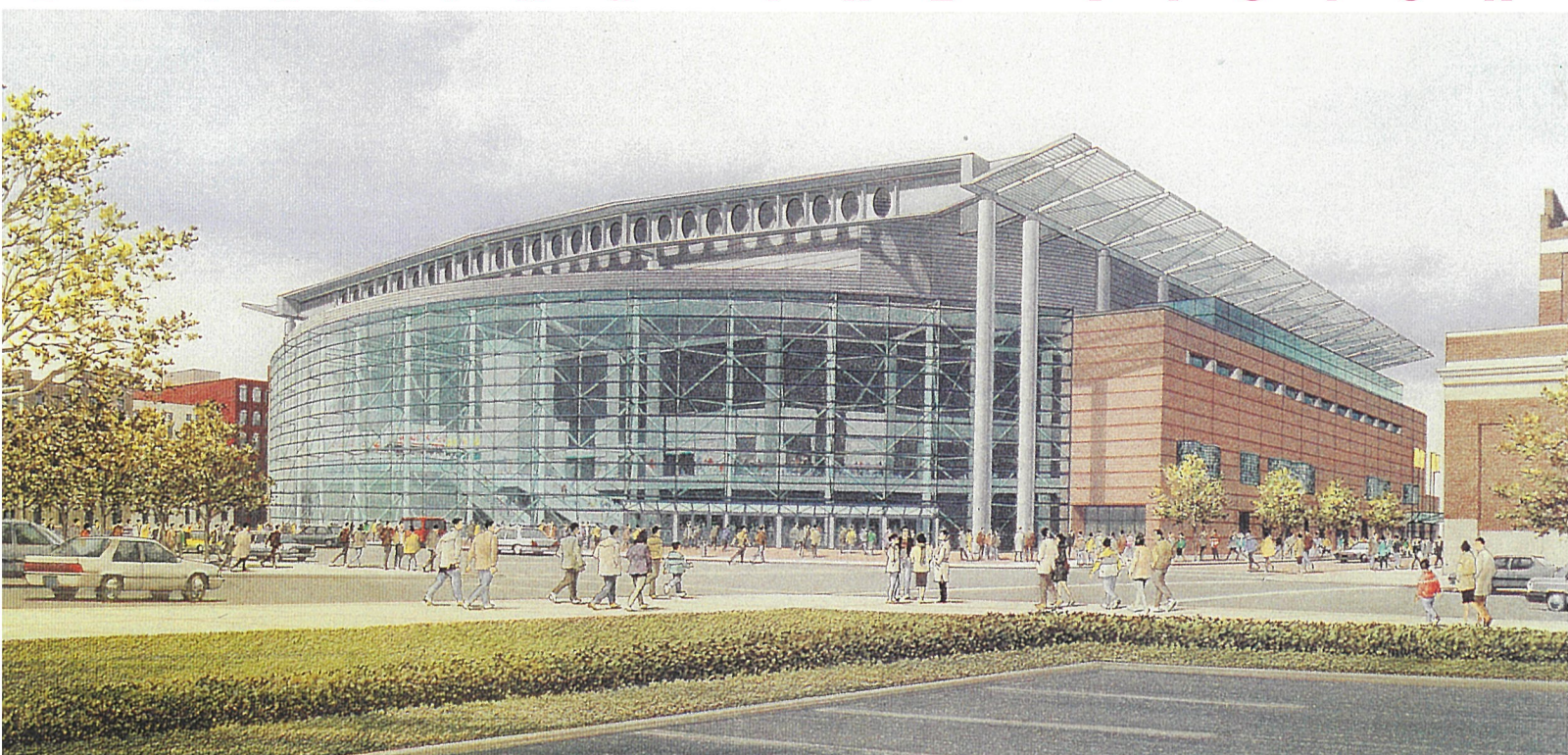


B U I L D I N G T H E V I S I O N



G R A N D A C T I O N C A M P A I G N

B U I L D I N G

Brick by Brick

From the urban renewal projects of the 1960s to the Vandenberg Center, Ford Museum, DeVos Hall and new Public Museum, the legacy of progress in Grand Rapids is impressive. Characterized as the “Hub of a bustling western Michigan economy . . .” that has “revitalized its downtown” (*Los Angeles Times*, May 9, 1993), Grand Rapids has long understood the principal of the multiplier effect—viewing each building project not just on its own merits, but as an integral part of the continuum. The new arena will become part of that continuum.

Grand Rapids is the fourth most populous city in a 200 mile radius – behind only Chicago, Detroit and Milwaukee. Yet Welsh Auditorium ranks 32nd in size out of 37 facilities within this radius. A premium, state-of-the-art entertainment and sports arena is an important investment for a city of this size, and will provide a solid anchor for the complex of service-oriented businesses that will keep Grand Rapids vibrant. Other cities provide a sad and indisputable message: if we only seek to maintain the status quo, we are jeopardizing our urban health. Worse, we are compromising our potential.

Hand in Hand

With an estimated cost of \$62 million, the entertainment and sports arena must seek both public and private funds and have widespread community support. Fortunately, West Michigan has a grand history of such partnerships. The Grand Center, the John Ball Zoo revitalization, the Frederik Meijer Gardens and the new Public Museum are all examples of private initiatives generating community commitment and government support. Praising this cooperative spirit, *The Detroit News* (July 4, 1993) wrote of Grand Rapids, “The free-enterprise ethic of Grand Rapids means people don’t wait for government to hand out a vision for the future. That has been the job of the private sector . . .”

SUMMER/FALL, 1992
Sub-committees gather data on arena related issues – Deloitte-Touche conducts feasibility study

MARCH, 1992
More than 50 volunteers form the Grand Vision Committee

FEBRUARY, 1993
Grand Vision Committee issues recommendations to construct a 12,000 seat free-standing arena to be followed by expanded convention center facilities – GRAND ACTION COMMITTEE formed to pursue the vision

T H E V I S I O N

Arena construction will be coordinated by the Grand Action/D.D.A. Building Committee. This partnership will take advantage of a unique opportunity to raise up to \$45 million in public funds through the sale of tax exempt bonds. The balance will be raised through private sector support. It is this public/private partnership approach to establishing goals and sharing decision-making power that distinguishes Grand Rapids as a city in which private leadership and government work together to make things happen.

Heart to Heart

A project of this size and importance does not get off the drawing board unless a diverse group of citizens look past individual interests to the true heart of the matter, the regional vitality and quality of life this arena represents. No one minimizes the immediate rewards – jobs, tourism and tax receipts – that this building project promises. However, most community leaders recognize that a successful entertainment and sports arena enhances the value of the region as a whole and increases our power to attract and retain new business. Investing in a strong core city that serves as a financial, cultural and service-oriented resource is an essential strategy for a growing region. The completion of a new arena will serve as a primary catalyst for the second phase of Grand Action's goals, the expansion of existing convention facilities.

It is the heartfelt conviction of the 270 members of the Grand Action Committee that an entertainment and sports arena is this community's best next step. Representing business, labor, education, human services, neighborhoods and sports, the Grand Action Committee united in this appeal. We urge our business associates, elected officials, community leaders, neighbors and friends to take stock in our community, recognize the potential, and join us in *building the vision*.

SEPTEMBER, 1993
Grand Action Committee holds
convocation — 250+ civic leaders
and community representatives
preview a plan for action

WINTER, 1994/SPRING, 1995
GROUND-BREAKING CEREMONY –
Public Campaign Kick-off –
Construction begins

SEPTEMBER, 1994
Formal on-site kick-off of the Grand
Action Campaign

FALL, 1996
Community celebrates the
GRAND OPENING

PROFILES OF A VISION



GERALD R. FORD
Thirty-Seventh President
of the United States
Honorary Chair, Grand Action Committee

"More than bricks and mortar, a new multi-purpose arena will bring an added dimension of community to the people of metropolitan Grand Rapids and, indeed, the entire West Michigan region."



BETH VANDOP
1994 Valedictorian, Kenowa Hills High School
Freshman, Grand Valley State University

"Personally, I think it's great! I love concerts, and a facility like this will be a tremendous draw – bringing in big names and huge crowds. Also, I really would like to stay in this area after college, and I think a city that is growing is more likely to have a good job for me in four years."



DONALD W. MAINE
President, Davenport College

"I believe that this arena will prove to be the 'crown jewel' of the downtown area. The arena will provide family entertainment for significant numbers of West Michigan citizens. We are truly fortunate to have community leaders with such vision."



WARREN REYNOLDS
Sports Director, WOOD-TV

"I've been looking forward to this arena for over 30 years. On a purely selfish note, I am very excited because I love basketball, hockey and college athletics. But I also know that this arena will bring multi-faceted benefits to our community. It will be a tremendous boon to the region – attracting shows and sports events that simply weren't financially feasible before."



BILL HARDIMAN
Mayor of Kentwood

"I grew up in Grand Rapids and have lived in the area nearly all my life. I love seeing the continuous growth that's going on. I've found West Michigan to be a great place to live and raise a family- a place we should be proud of. The arena is one more example of what makes this area special."



VERNE BARRY
President, Faith, Inc.

"Working in the Heartside neighborhood, I see firsthand the need for any effort that will revitalize the area and create jobs. The arena is a very exciting beginning, and opens the door for the kind of economic empowerment we've been working toward for years. I think the effect the arena will have on Heartside is indicative of its potential for the entire region. We're building the kind of momentum downtown that will have a profound and long-lasting economic impact throughout West Michigan."



**JERRY AND JUDY HELMHOLDT
AND FAMILY**
Parents, Business Owners

"We're certainly happy that we'll have access to a variety of family entertainment like ice shows, concerts and sports events. But we're also pleased with the kind of commitment this arena represents. It's important to us to keep this city vital and economically healthy, because we'd like our kids and grandkids to settle in this area and enjoy the same quality of life we have now."



JUDY ROSE
Community Activist

"My husband and I have been waiting for this arena for more than 20 years! We are avid sports fans and can't wait to see great hockey without having to drive to Kalamazoo or Muskegon. Even if we never spent another dime on sports, though, I'd still be thrilled with the new arena. The whole community will be affected by the added jobs and tax base. I'm just glad we're acting in time. I'd hate to see another city beat us to the punch."



PAUL DREHER
Managing Director
Grand Rapids Civic Theater

"I'm all for any project that strengthens our core city and draws a variety of people in to the area. It adds to the vitality of every other downtown enterprise. An arena satisfies a regional need for a greater diversity of entertainment, and achieving that will certainly help us give a more cosmopolitan profile."

Grand Action

Honorary Chairs

President Gerald R. Ford
Mr. Peter C. Cook
Mr. Richard DeVos
Mr. Richard Gillet
Mrs. MaryAnn Keeler
Mr. Minor S. Keeler II
Mr. Frederik Meijer
Mr. William Seidman
Mr. Jay VanAndel
Mr. Edward Frey
in memoriam

Co-Chairs

Mr. John Canepa
Mr. Dick DeVos
Mr. David Frey

Executive Committee

Mr. Marty Allen
Mr. John Baab
Mr. Jim Gray
Mr. David Haynes
Mr. Steve Heacock
Mr. Bob Hooker
Mr. David Hooker
Mr. Kurt Kimball
Ms. Birgit Klohs
Mr. John Laninga

Mr. Donald Maine
Mr. Charles McCallum
Mr. Jim Mckay
Mr. Jon Nunn
Ms. Judy Rose
Mr. Frank Thomas
Mr. Steve VanAndel
Mr. Casey Wondergem
Mr. Tim Wondergem

Campaign Committee

Mr. Bob Hooker - *Chair*
Mr. David Hooker - *Vice Chair*
Mr. Casey Wondergem - *Vice Chair*
Mr. Mike Jandernoa
Mr. Bill Muir
Ms. Sharron Reynolds
Mr. Warren Reynolds

GRAND ACTION CAMPAIGN

Honorary Chairs

President Gerald R. Ford
Mr. Peter C. Cook
Mr. Richard DeVos
Mr. Richard Gillett
Mrs. MaryAnn Keeler

Mr. Minor Keeler II
Mr. Frederik Meijer
Mr. William Seidman
Mr. Jay VanAndel
Mr. Edward Frey
(in memoriam)

Co-Chairs

Mr. John Canepa
Mr. Dick DeVos
Mr. David Frey

Executive Committee

Mr. Marty Allen
Mr. John Baab
Mr. John Canepa
Mr. Dick DeVos
Mr. David Frey
Mr. Jim Gray
Mr. David Haynes
Mr. Steve Heacock

Mr. Bob Hooker
Mr. David Hooker
Mr. Kurt Kimball
Ms. Birgit Klohs
Mr. John Laninga
Mr. Donald Maine
Mr. Charles McCallum
Mr. Jim McKay

Mr. Jon Nunn
Ms. Judy Rose
Mr. Frank Thomas
Mr. Stephen VanAndel
Mr. Casey Wondergem
Mr. Tim Wondergem

Campaign Committee

Mr. Bob Hooker - Chair
Mr. David Hooker - Vice Chair
Mr. Casey Wondergem - Vice Chair
Mr. Mike Jandernoa
Mr. Bill Muir
Ms. Sharron Reynolds
Mr. Warren Reynolds

Grand Action Committee

Dr. Zawdie Abiade
Rev. William Abney
Ms. Grace Achterhof
Mr. Dick Antonini
Mr. Richard Arpin
Mr. Stan Arsulowicz Jr.
Mr. Mel Atkins
Ms. Merri Jo Bales
Ms. Beth Bandstra
Mr. Jeffrey Barnes
Ms. Judy Barnes
Ms. Sona Barnes
Mr. Verne Barry
Mr. John Batts
Mr. Dwane Baumgardner
Mr. Todd Belden
Mr. Hy Berkowitz
Prof. Irving Berkowitz
Ms. Debbie Berman
Mr. John Bissell
Mr. Mark Bissell
Mr. Bill Blessing
Mr. William Boer
Mr. William Boss
Mr. Doug Bouma
Mr. Bill Bowling
Mr. Jonathan Bradford
Mr. Wayman Britt
Mr. Bruce Brown
Mr. Robert Buffham
Ms. Betty Burton
Mr. Bill Bussey
Ms. Marge Byington
Mr. Dick Calkins
Ms. Edith Calloway
Mr. Gary Carey
Mr. Richard Carlson
Mr. David Cassard
Mr. Lew Chamberlin
Mr. Wendell Christoff
Ms. Peggy Cimoch
Mr. Val Cuillo
Mr. Ed Clark
Mr. Paul Collins
Mr. Chris Cooper
Mr. Bruce Cornell
Mr. Jim Courey
Mr. William Crawford
Ms. Darlene Cress
Mr. Joe Crump
Mr. Mal Cumming
Mr. Bill Currie
Mr. Dave Custer
Rev. Robert Dean
Mr. David Dechow
Mayor Nyal Deems
Mr. Bill DeHaan
Ms. Kris Dekker
Mr. John DeMaria
Mr. Gerald DeRuiter
Mr. Dan DeVos

Mr. Doug DeVos
Mr. Marvin DeWinter
Dr. Tony Diekema
Mr. David Doyle
Mr. Blake Dupon
Mr. Scott Durren
Mr. Ron Dykstra
Mr. Jay Egan
Mr. Tom Eggleston
Mr. Michael Ellis
Mr. Rick Ernzer
Mr. Carl Eschels
Mr. Ted Etheridge
Mr. Mark Fairgrieve
Mr. Ron Falk
Mr. Kim Fettig
Mr. Charles Fischer
Mr. Pat Fischer
Mr. Ken Folkertsma
Mr. Henry Fox
Mr. Barry Freed
Mr. Hank Fuhs
Mr. Harvey N. Gainey III
Mr. Joey Gallant
Ms. Lisa Garcia
Ms. Joan Gillett
Mr. Paul Goebel
Mr. William Gonzalez
Mr. Gary Goode
Mr. Joseph Guglielmi
Mr. Paul Haagsman
Mr. Douglas Haan
Dr. John Hair
Mr. Michael Hampton
Ms. Erina Hanka
Mayor Bill Hardiman
Ms. Ruth Harris
Mr. Ralph Hauenstein
Mr. Doyle Hayes
Mr. David Hecht
Ms. Joyce Hecht
Mr. Edsko Hekman
Mr. Jerry Helmholtz
Mr. Jay Henderson
Mr. Jim Hines
Mr. Greg Hoezee
Mr. Tom Hofmann
Mr. Earl Holton
Mr. Tom Jackson
Ms. Cherry Jacobus
Mr. John Jacobson
Mr. Fred Johnson Jr.
Mr. Don Johnson
Ms. Dorothy Johnson
Mr. Martin Johnson
Mr. Mike Johnson
Ms. Pat Johnson
Mr. Guy Jones
Mr. Wes Jones
Mr. Mike Joseph
Mr. John Kennedy

Mr. Ed Kettle
Mr. Ray Kisor
Mr. Keith Klopce
Mr. Jim Knack
Father Ted Kozlowski
Mr. Jim Kratsas
Mr. Vic Krause
Mr. Jim Kretzschmar
Mr. Fritz Kruer
Mr. Richard Lacks
Mr. Keith Lang
Dr. Albert Lewis
Mr. Craig Liston
Mr. John Locks, Jr.
The Honorable Ben Logan
Mr. Steve Lopez
Mr. Arend D. Lubbers
Mr. Harold Marks
Rev. Stan Mast
Mr. John Matlak
Mr. Mike Maxfield
Ms. Etta May
Mr. Greg McAleenan
Ms. Judy McCabe
Mr. Frank McCarthy
Mr. Matt McLogan
Ms. Stephanie McNamara
Ms. Maxine Meeks
Mr. Hank Meijer
Mr. Michael Michalski
Mr. Jack Miller
Ms. Gina Minciotti
Mr. Cyril Moore
Mr. Dennis Moore
Mr. Martin Morales
Mr. Michael Morin
Mr. Jim Morse
Mr. Jerry Myers
Mr. Mike Navarro
Dr. Paul Nelson
Mr. Terrance O'Rourke
Ms. Stefanie Pardee
Mr. Dick Perrigo
Ms. Lori Pfeffer
Senator Dick Posthumus
Mr. George Postmus
Mr. Ed Prince
Mr. Gene Proctor
Dr. Pat Pullium
Mr. Patrick Quinn
Mr. Michael Reagan
Mr. George Rennix
Ms. Betty Rhodes
Mr. Levi Rickert
Mr. Ken Riemersma
Mr. Douglas Ringelberg
Ms. Susan Roeder
Mr. Milton Rohwer
Mr. Dan Ronda
Mr. Charles Royce
Mr. Tom Rubens

Ms. Zoraida Sanchez
Mr. Gary Schultz
Ambassador Peter Secchia
Ms. Margaret Sellers
Ms. Ginny Seyferth
Ms. Susan Shannon
Rev. Robert Sirico
Mr. Jack Smant
Mr. Larry Smith
Ms. Joanne Sonneveldt
Mr. John Spoelhof
Senator Glenn Steil
Mr. Charles Stoddard
Mr. Dennis Sturtevant
Mr. Tim Sullivan
Mr. Jim Sykes
Rev. Dick TerMaat
Mr. Bob Thayer
Mr. David Thrasher
Mr. Dick Tierney
Ms. Phyllis Tillema
Mr. Stephen Timyan
Mr. Joe Tomaselli
Mr. Jerry Tubergen
Mr. Stephen Tuuk
Mr. Keith Tyrell
Mr. Robert Upton
Mr. Oscar Valdez
Ms. Diane VanAllsburg
Mr. David VanAndel
Ms. Barb VanAndel-Gaby
Mr. Tom VandenHeuvel
Mr. Don VanderKuyt
Rev. Jim VanderSchaaf
Mr. Bob VanderWeide
Mr. Brad VanDommelen
Ms. Phyllis Vega
Ms. Susan Vlietstra
Mr. David Wagner
Mr. Jeff Wallin
Mr. Ray Webb
Sister Mary Aquinas Weber
Mr. Tom Wesholski
Mr. David Wiener
Mr. John Wiener
Mr. Craig Wierda
Ms. Judy Wilde
Ms. Patricia Wilhelm
Mr. Don Williams
Mr. Tom Williams
Mr. Steve Wilson
Mr. Bob Woodrick
Mr. Polk Wright
Mr. Jack Wysocki
Mr. Charles Yob
Mr. Bill Young
Mr. Douglas Young
Mr. John Zwarensteijn

T H E V I S I O N



Arena Facts

LOCATION

Facing Fulton between Ottawa and Ionia on Gus Lots #1 and #2
Site: Eight acres - building occupies four acres

SIZE

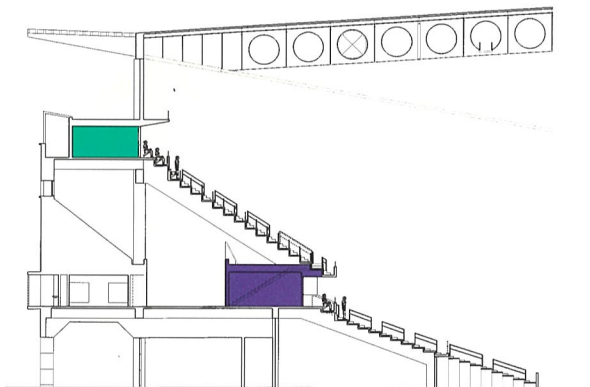
Arena Floor: 280,000 sq. ft.
Arena Flat Floor: 30,000 sq. ft.
Volume: 14,668,000 cubic feet
Roof: 96 ft. above arena floor
Roof Span: 286 ft.
Front Glass Wall: 60 ft.
Shape: Horseshoe

CAPACITY*

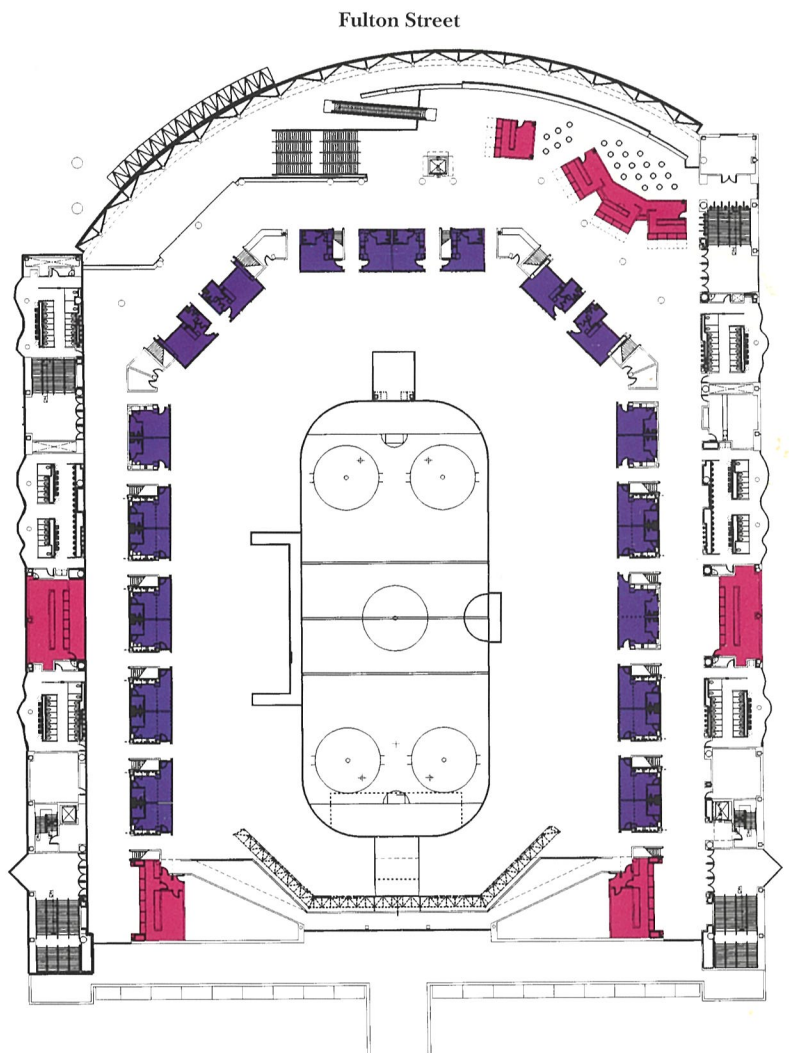
Stage Performances: 12,321 seats
Basketball: 11,367 seats
Hockey: 10,863 seats
Suites: 28 at concourse level
(17 rows from floor)
16 in upper bowl
(32 rows from floor)

Concession areas highlighted in magenta.

*Fully accessible and special seating accommodations for physically disadvantaged.



Arena Seating and Luxury Suites Floor Plan



Concourse Level Floor Plan

COST

\$62 million (includes building, furnishings, equipment, parking replacement, utility relocation, and debt issuance cost)

Grand Action Staff Information

Jon Nunn, Executive Director
Phyllis Tillema, Executive Assistant
Ron Falk, Information Services



GRAND ACTION CAMPAIGN
Waters Building
120 Lyon, NW
Grand Rapids, MI 49503
616.456.8100 phone
616.456.1212 fax