

Doug Small, Experience Grand Rapids

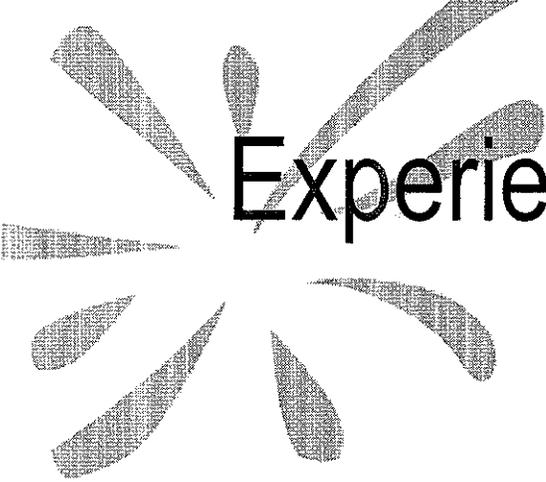
Experience Grand Rapids Update

Experience

Michigan Senate Economic
Development Update
Friday June 7, 2013

GRAND RAPIDS

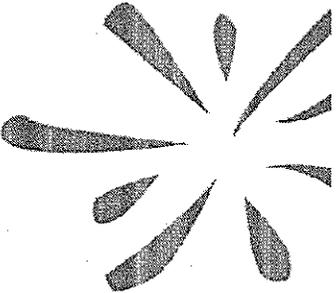




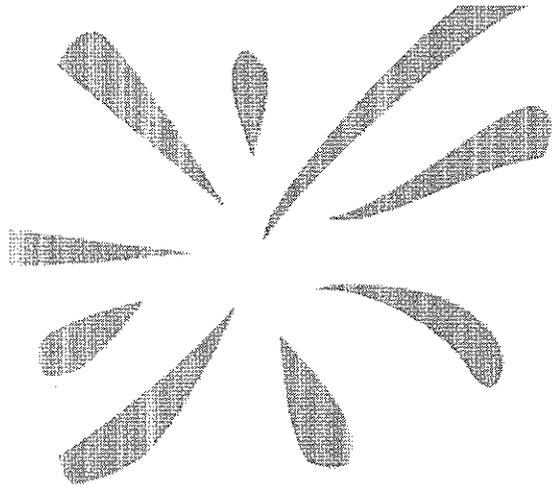
Experience Grand Rapids (EXGR)

- Mission Statement

“The mission of Experience Grand Rapids is to lead the marketing of Grand Rapids/Kent County as a premier convention & visitor destination providing a significant positive impact to the West Michigan economy.”

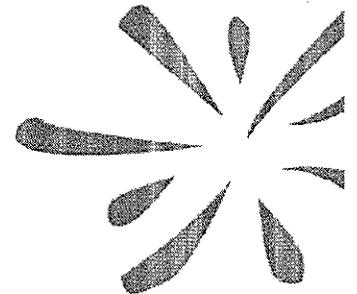


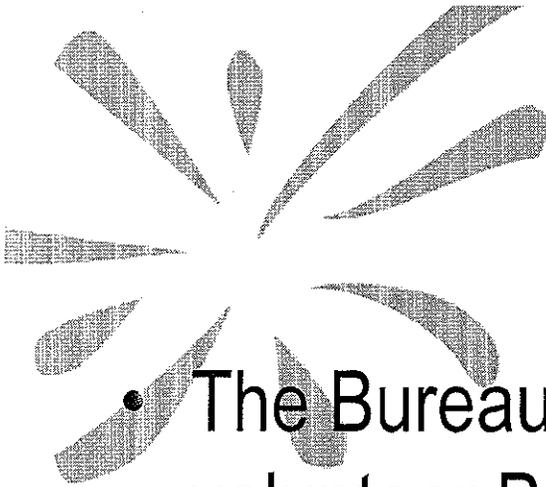
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EXGR Staff

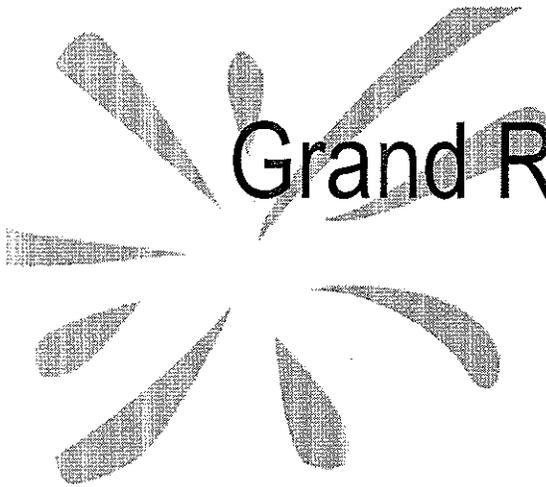
- 25 Full time staff members
- 8 Part time staff members
- Departments:
 - Convention Sales and Services
 - Group/Leisure Marketing
 - Administration





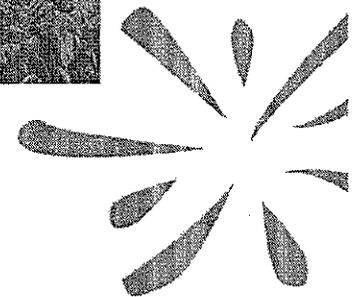
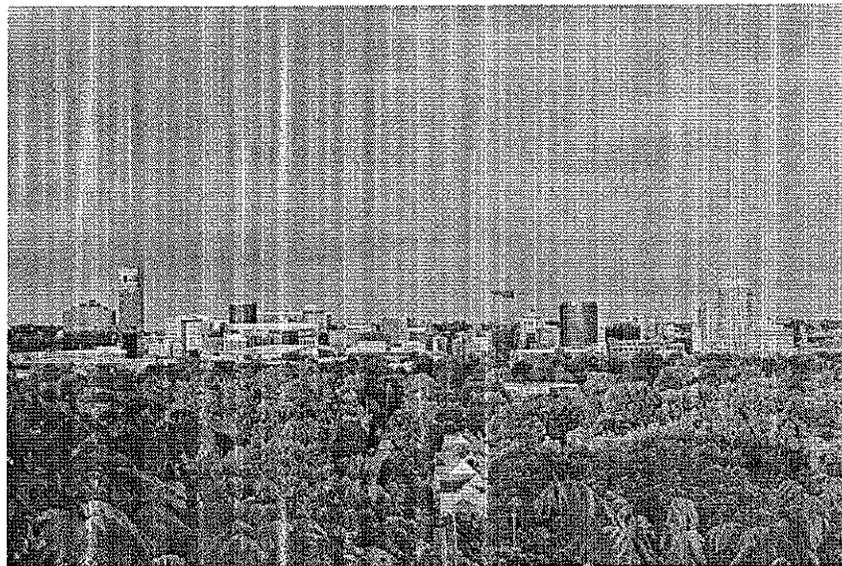
Board of Directors

- The Bureau is administered by a 31-member, volunteer Board of Directors represents a cross-section of the people from our community.
- The Board is responsible for setting Bureau policies, monitoring our finances and ensuring our progress toward accomplishing goals and objectives.



Grand Rapids/Kent County Hospitality Industry

- 73 Hotels
- 7,000 Hotel Rooms
- 24,000 Hospitality Employees

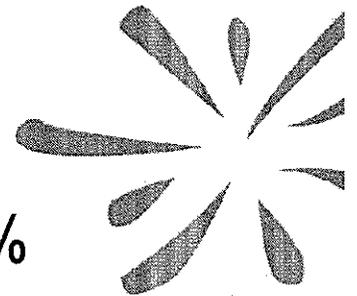



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EXGR 2013 Revenue Budget

• Assessments	\$5,240,000	77.8%
• Kent County Hotel Tax	\$1,010,000	15%
• CAA	\$75,000	1.1%
• DDA	\$50,000	.75%
• City of Grand Rapids	\$50,000	.75%
• Sponsorship Revenue	\$55,000	.8%
• Management Fees	\$180,000	2.7%
• Partnership Revenue	\$55,000	.8%
• Other Revenue	\$20,000	.3%
• Total Revenue	\$6,735,000	100%





West Michigan Sports Commission

- EXGR is the primary funding source
- 280 sporting events and tournaments
- 300,000 athlete and spectator visitors
- \$100 million in direct visitor spending



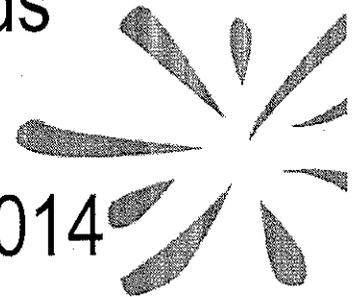
West Michigan Sports Commission

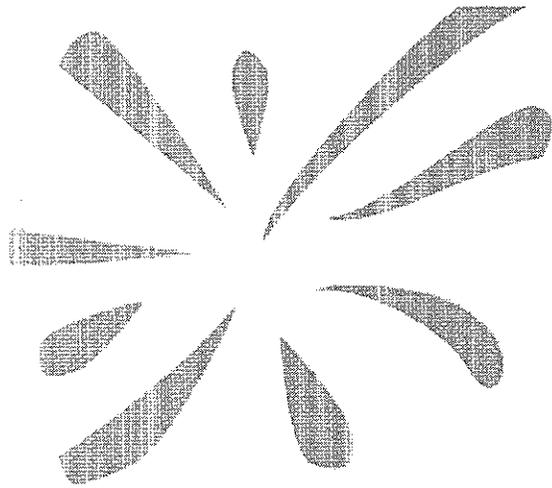
- **Meijer State Games**

- Summer-36 Sports
- Inaugural Winter Games February 2014- 10+ Sports

- **ArtVan Sports Complex**

- 12 tournament ready baseball/softball fields
- 80+ acres in Plainfield township
- Phase 1 slated for completion in August 2014





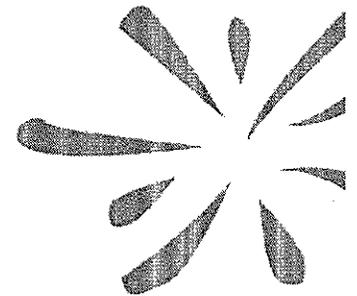
Pure Michigan ROI

- The value of tourism continues to grow in Kent County with hotel room revenue at an all-time high of \$127,092,448 during 2012.
- This is 11.1 percent higher than the previous record in 2011.
- Visitor Expenditures of \$1.1 Billion

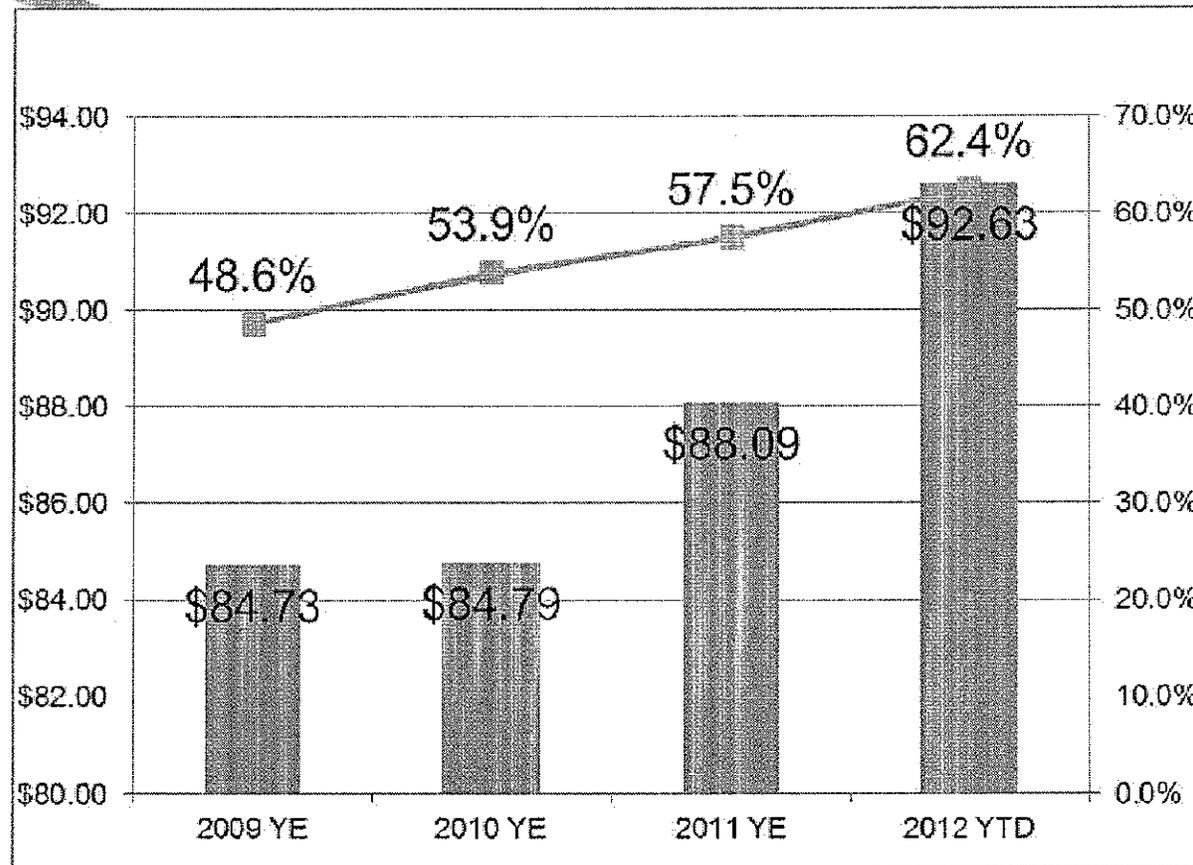
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PURE MICHIGAN



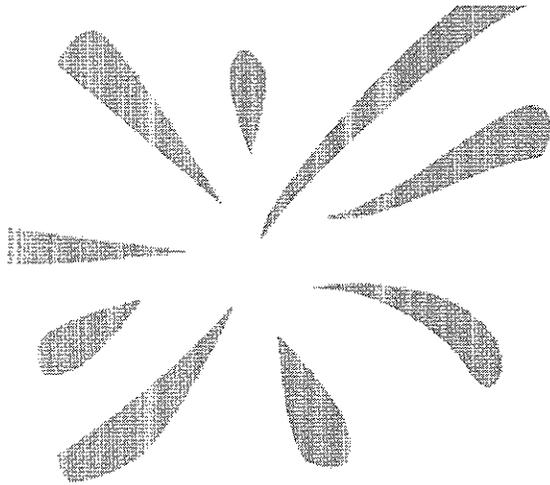
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Kent County Hotel Occupancy & ADR



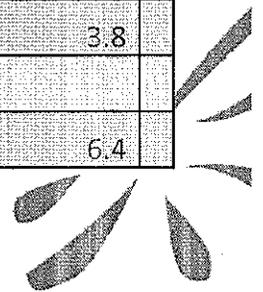
Source: Smith Travel Research, December 2009-2011, September 2012 YTD

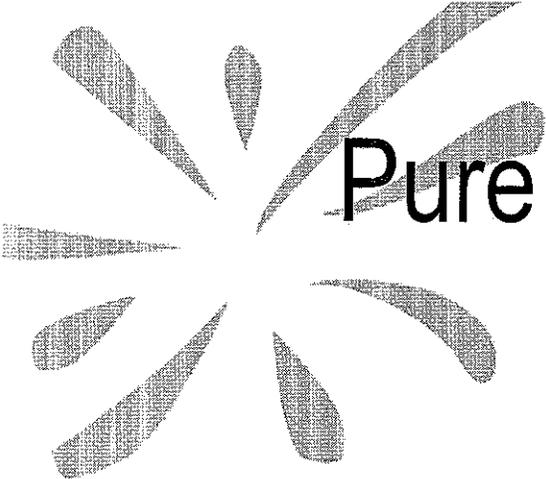


Grand Rapids/Kent County Smith Travel Research Current YTD

Year to Date - April 2013 vs April 2012												
	Occ %		ADR		RevPAR		Percent Change from YTD 2012					
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	59.2	57.9	108.79	104.25	64.42	60.37	2.2	4.4	6.7	7.5	0.7	3.0
Michigan	50.5	49.2	82.43	78.70	41.63	38.70	2.7	4.7	7.6	8.7	1.0	3.8
Grand Rapids	58.4	54.8	95.31	91.53	55.64	50.19	6.5	4.1	10.9	10.8	-0.1	6.4

*Based on a three-year average, 2007-2009

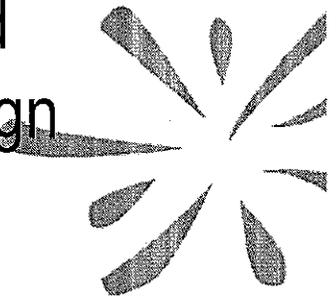




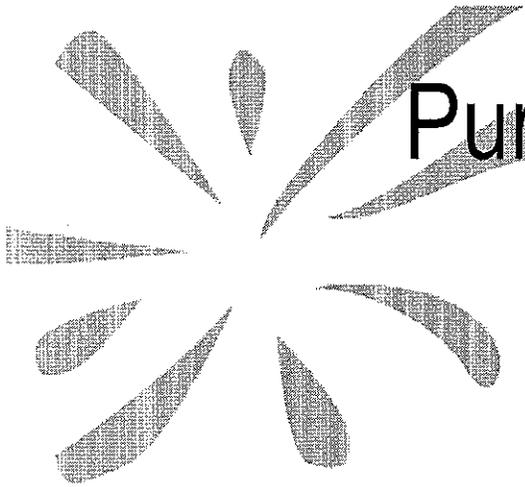
Pure Michigan ROI- Regional

- The 2012 Grand Rapids Pure MI regional marketing campaign, conducted by Longwoods International,
 - incremental 381,100 visits to the area
 - Yielded a local impact of \$101.5 million
 - Awareness and recall of Grand Rapids increased substantially following the 2nd year of the campaign

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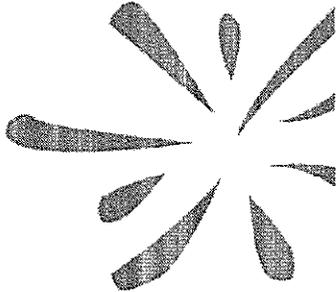
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Pure Michigan Grand Rapids TV Commercial

- National Reach
- Launch June 2013
- Ten Cable Networks
- Over 3 weeks
- \$500,000 partnership with Travel Michigan

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