



## **A G E N D A**

**Date/Time: Thursday, August 18 (3:30-5:30pm)  
Homewood Suites Downtown Grand Rapids**

**A rooftop reception, with a cash bar, will follow the meeting.  
Tours of the hotel will also be offered.**

*Our mission is to provide Kent County hospitality related businesses an opportunity to meet professionally with a common interest to better serve our industry & community while furthering the overall tourism landscape of our region.*

### **DISCUSSION ITEMS**

Welcome & Introductions: Brian Behler, KCHA Interim President

Approval of May 2016 Minutes

Approval of May 2016 Financial Report

Presentation of Scholarships

Featured Speaker: Kris Larson, Downtown GR Inc.

**Kris Larson, the President and CEO of Downtown GR Inc came to speak with us about the changes coming to Grand Rapids. To create value to our city, 5 billion dollars will be added to the downtown area in the next 35 years. Currently programs and initiatives have been added to downtown including: 10,000 bags of trash removal, 4 new murals to improve the dark environments, 2,500 graffiti tags have been removed, pedestrian assistants, and community partners have grown.**

**Currently Downtown GR Inc. is contributing to the growth by expanding their outreach contacts. A few positive initiatives include: 183 residential units developed last year and 1500 are in the pipeline, new winter events will be added for residents to enjoy downtown all year long, 31,000 attendees to movies in the park, and an increase in tax value to 5.6% would yield a new venue for music acts. Downtown will add 16 new retailers, 10 new services, 24 new bars and resaurants, and 92.4 million in property investing.**

**The year ahead will consist of planting 200 trees, a redesign of Calder Plaza, LED lighting added to 3 overpasses, legalization of food trucks, transformation of Lyon Square including restoration of the rapids in the Grand River, and completion of the Coldbrook Edge. Grand Rapidians can also look forward to a reboot of the Dash sytem for an increase to public transportation usage and the Civic Plaza which will house a nine screen movie theater. 10 years from now they hope to revamp the overall economic return of the Grand River.**

### Monthly Reports

- Experience Grand Rapids- **The next CTA renewal is September 7 from 1-5pm at the Riverfront Hotel. This will be the last weekend of Restaurant Week.**
- West Michigan Sports Commission- **A masters rowing event will come to Grand Rapids in 2018. Grand Rapids will be hosting events including: USA Yoga, Men's Softball Tournament, and the Pro Disk Golf Tournament.**
- West Michigan Tourist Association- **New website it up and running, check it out at WMTA.org. 2017 Travel guide be available in January. 2017 marks the 100-year anniversary for the WMTA!**
- Michigan Cares for Tourism- **September 13-14. All volunteers will meet in Saugatuck and help restore the Felt Estate.**
- Women in Lodging- **Next meeting will be at the JW Marriot on August 25 and the theme is Equality.**

- Grand Valley State- **University- 550 students with majors & minors have been added to the Hospitality and Tourism Department.**
- Ferris State University- **Introduced a new minor in brewing! Career fair will be held in October for internship and career opportunities.**
- Experience Pink
- WAVE Awards- **WAVE nominations are now open! All nominations are due September 30.**

#### Upcoming Meetings & Events

- August 18 – KCHA Monthly Meeting @ Homewood Suites Downtown (Rooftop Reception)
- August 19 – Michigan Lodging & Tourism Association Golf Outing
- September 11 – TIPS Training @ JW Marriott (1-5:30pm)
- September 13-14 – Michigan Cares for Tourism – Felt Mansion
- September 15 – Experience Pink Meeting (2:30pm; location TBA)
- September 15 – KCHA Monthly Meeting @ Grand Rapids Public Library (Downtown Branch)
- September 21 – Michigan Lodging & Tourism Association Legislative Day (Lansing)
- October 20 – KCHA Monthly Meeting @ Atwater Brewery
- November 17 – WAVE Awards @ DeVos Place
- December 14 – KCHA Holiday Party (Location TBD)

#### Round Table Discussion

#### Adjournment

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[www.KentCountyHospitality.org](http://www.KentCountyHospitality.org)  
[JOIN the KCHA Facebook Group](#)