



Riverfront Revitalization: The Next Wave

Amphitheater

A catalytic vision to benefit residents today and guide the next generation of diverse, innovative, community leaders tomorrow.



The Next Wave

Grand Action was founded on a spirit of entrepreneurship. Throughout our history, we have thoughtfully and intentionally evolved for the economic health and well-being of our community and our residents.

Thirty years ago, a grand vision to galvanize public and private support to catapult our city forward became Grand Action. Over the years, Grand Action has shepherded many bold projects that have caught the imagination of our region and the attention of our nation.

Today, we are proud to continue a tradition of innovation and collaboration for the common good for which our city is now known through Grand Action 2.0.

In this next wave of innovation, we return to our iconic river that gave birth to our city and continues to bring us together as a community.

We plan to build a state-of-the-art outdoor amphitheater on the river's edge. With 12,000 seats, it is intentionally sized to fill a venue gap and draw new artists to the city. It will also provide another space to showcase local talent.

The amphitheater will be surrounded by green, open space, providing a park-like area to be enjoyed by the public and a unique setting to host community events year-round.

The project will create 10 acres of new public space including trail and bike links, green space, and access to the river in ways not available today. It will complement the efforts of Grand Rapids Whitewater. It also will be a catalyst for new business and mixed use housing.

This project will take Grand Rapids to the next level.

It will generate millions in revenue and hundreds of jobs. It will add new cultural experiences and allow for the development of more urban housing. It will benefit residents today and guide the next generation of diverse, creative community leaders tomorrow.

With this project, we will further grow our tourism draw. We will attract more young people, families, and businesses. And, we will provide new, exciting amenities for all to enjoy.

This is how Grand Rapids grows to the next level. This is the next wave.



Grand Action 2.0 is building on past successes and lessons learned to select projects that will not only transform our skyline but benefit the economic, social, and well-being of more people than ever before. We are honored to have more leaders around the table who represent the rich diversity of our community and are informing what we do and how we do it. It's an exciting time to welcome more people on board to be a part of these two great projects!

- Todd Custer and Tripp Frey, Campaign Co-chairs

The Amphitheater: Top Tier Destination/City Connector/Community Asset

The outdoor amphitheater will be located at 201 Market Avenue, currently a city-owned site. It will be a state-of-the-art professional performing arts space that will draw national groups and showcase local talent. It will be owned and operated by the Grand Rapids-Kent County Convention Arena Authority. It will include a wide variety of seating options with multiple price points, including an upper and lower concourse, fixed and lawn seating, suites, a terrace, and a VIP pavilion. It will be surrounded by dining and retail options with outdoor seating available along the Market Avenue plaza. It will have ample green space and be part of a nearly 4-acre "Green Ribbon" running along the river. The amphitheater will include a public park setting making it ideal for formal and informal gatherings and uses throughout the year.

Other Features

- Up to 10 acres of riverfront revitalized
- 12,000 seat venue
- More than 54 ticketed events per year
- 300,000 visitors per season
- 190 additional new parking spaces

Data Driven Direction

Plans for an outdoor amphitheater have been shaped by two independent studies conducted by Convention, Sports & Leisure International aimed at elevating our region as a top-tier visitor destination.

The 2016 Destination Asset Study identified opportunities for growth. The 2020 Venue & Attraction Study focused on the market viability, event demand, financial performance, and economic impact of an outdoor amphitheater along the riverfront. Results affirmed that an outdoor amphitheater will fill a gap in the live entertainment industry in West Michigan and enhance the quality of life for residents and increase visitor traffic and tourism.

Plans for the amphitheater and adjacent spaces also have been influenced by additional studies including the following: Grand Rapids 2019 Housing Study, Grand Rapids WhiteWater, River for All, and River Equity Framework.



An amphitheater along the river will be a highly coveted venue for events. This type of space currently does not exist in our city. It could be used for high school graduations and college or university commencements, as well as other large community or cultural celebrations. The possibilities are unlimited.

– Evette Pittman, Manager, City of Grand Rapids Office of Special Events

Economic Impact

Estimated impact with two years construction and 30 years of operation:

City of Grand Rapids:

- \$325M in earnings from 620 new jobs (FTEs)

Kent County:

- \$6.2M tax revenue (hotel)

State of MI:

- \$563M net new economic impact

A Comprehensive Vision

The new amphitheater is an important component in a larger vision of transforming 31 acres along the east bank of the Grand River between Fulton and Wealthy Streets to create a riverfront greenspace with public access and another showcase district that connects and serves a diverse community.

The proposed 31-acre development is the largest active riverfront development in the nation. It will bring new energy and excitement to one of our greatest assets—the Grand River—and return access to it. It will enhance our downtown and elevate our city. It will be a catalyst for new housing development, and will improve the lives of Grand Rapidians today and guide the next phase of downtown development for future generations.

Community Engagement

Many voices came together to share priorities and preferences for a riverfront amphitheater. These thoughts have impacted design of the amphitheater and will further influence facility usage, as well as use for adjacent spaces.

- Twenty-six interviews with community groups, foundations, elected officials and downtown representatives
- Four diverse community outreach sessions that included representatives of the Hispanic Chamber of Commerce, Latina Network of West Michigan, Influencers in the Asian community, African American community, and Gun Lake Tribe of Potawatomi

Filling a Gap

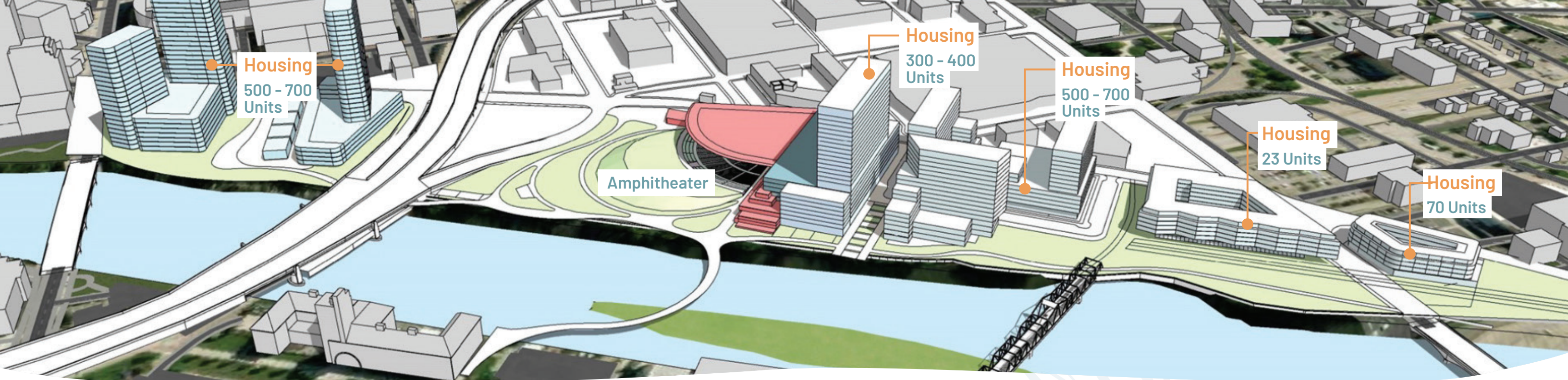
Van Andel Arena + Amphitheater

- Shows route by venue type, performing at arenas or amphitheaters, not both
- Study showed limited crossover between the Van Andel Arena and Amphitheater
- Would gain up to 24 major concerts and traffic annually

Frederik Meijer Gardens (FMG) + Amphitheater

- Shows route to similar sized venues: Boutique or Major Amphitheaters
- FMG is Boutique (1,900 capacity); Amphitheater will be Major (12,000 capacity)
- Study of FMG and Major amphitheaters in Michigan over five seasons showed no headliner crossover



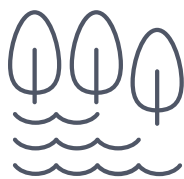


Community & Cultural Benefits



Housing

The amphitheater will serve as a catalyst for 1,500 to 1,700 units of new housing development potential of all income types along the river.



River

The 31-acre site will include up to 10 acres of new riverfront recreation space and trails.



Trailways

The amphitheater will allow for the development of a new Riverfront Trail. It will connect trails east to west and north to south. It will link Grand Rapids to over 60 miles of trailways, including south portions of our city that have had limited access to trails. It will provide a safe, scenic pathway through the downtown corridor and area neighborhoods.



Business Opportunities

The amphitheater will spur new economic development and inspire entrepreneurs, including restaurants, shops, bars, and pop-up retail.

A Benefit for All: River Equity Framework Alignment

Grand Action 2.0 shares the values and purpose outlined in the River Equity Framework to ensure broad community access to, benefit from and enjoyment of our river, surrounding public greenspaces and waterfront development.



A large-scale outdoor amphitheater will be a wonderful addition to our current venue list. The Grand Rapids Symphony and Youth Symphony highly anticipate utilizing the state-of-the-art venue to continue to offer diverse performances to the West Michigan community.

- Julie Nystedt, Assistant Vice President and Assistant General Manager, Grand Rapids Symphony

Working Budget Overview

Uses

Land acquisition\$22 million
 Design, construction, contingency
 & capital reserve \$162 million

Total Amphitheater Investment..... \$184 million

Sources

Public funds..... \$114 million
 Private donations.....\$70 million

Total..... \$184 million

Philanthropic Capital Campaign Goal\$20 million



A downtown riverfront amphitheater will attract many events that we currently do not have the capacity to host, increasing visitor traffic to the area. Downtown venues bring valuable business to hotels, shops, and restaurants. An amphitheater will absolutely augment that business and contribute to our efforts to promote Grand Rapids as a can't-miss visitor destination.

- Doug Small, President & Chief Executive Officer- Experience Grand Rapids

Grand Action 2.0

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Grand Action 2.0

20 Year Outlook • 5+ Projects • 1 Grand River

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