



Riverfront Revitalization: The Next Wave

Stadium

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



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 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 multi-purpose outdoor stadium in the downtown area designed to secure a professional soccer club, as well as support youth, amateur, and college programs, and other community events.

This project will take Grand Rapids to the next level.

It will generate millions in net new economic impact 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.

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

The stadium will be designed as a multi-purpose, professional, high performing venue driving economic growth and development in a vital urban district. It will become the home of professional soccer in West Michigan and also serve a broader community asset supporting youth, colleges, and amateur clubs.

The stadium will be flanked by an open plaza and space for pre-game gathering and easy entrance flow. It will include multi-levels of tiered seating, including suites, loge boxes, and options at various price points. It will have an open and active concourse that connects guests to the game.

The 8.2 acre stadium site is intentionally embedded within a thriving urban network creating multi-season activation and use.

Other Features

- Seating for 8,500 with room to grow
- 17 professional events and 50+ others
- 160,000+ visitors per season
- Open concourse that connects guests to the game
- Universally designed for accessibility
- Inclusive: multiple price points
- Flexible for multi-sport and multi-use
- Providing diversified, affordable entertainment alternatives

Data Driven Direction

Plans for an outdoor multi-use professional stadium 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 studies identified opportunities for growth, including an outdoor stadium. Soccer is a major international sport with increasing national popularity and an incredibly diverse fan base. According to US Youth Soccer, Michigan has one of the largest and fastest growing participation levels in the country.

A stadium will benefit a broad range of residents, especially the large Latinx community, and will draw new visitors to the area. It will be able to meet the needs of West Michigan soccer programs for tournaments and bring professional soccer to the region.

The project also complements the Bridge South Plan and West Side Corridor Improvement Authority plans.

Economic Impact

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

City of Grand Rapids:

- \$157M in earnings from 330 new jobs (FTEs)

Kent County:

- 2.8M in tax revenue (hotel)

State of MI:

- \$290.7M net new economic impact



Soccer (futbol) is the biggest sport in the world and played in nearly every country. Its popularity is rapidly growing in the U.S. and is predicted to be one of the top three sports in the nation within a decade. Our domestic league is the Major League Soccer (MLS). Building a stadium and securing a professional soccer team will be an amazing opportunity for our city. It will create jobs in the stadium (security, staffing, etc.) and in the club (coaching, field management, etc.). We can have MLS academies and give opportunities to our own! A stadium for our community will do nothing but benefit our city and our residents!

- Hector Fernandez, Futsal Director & Staff Coach, Midwest United FC



Commitment to Sustainability

Following our city's legacy of sustainable buildings, the stadium will incorporate best practices in:

- Energy/Emissions: maximize natural daylight, harness shade and wind, onsite energy capture and storage, low-carbon material selection
- Water: manage stormwater and run-off, onsite water capture and filtration, grey-water for irrigation, stewardship in line with River for All projects
- Waste: space for recycling and sorting, recycling containers throughout, reduction of construction waste
- Wellness: zero toxic building materials, local/regional sourcing and engagement of trades/artists, connect to local and regional multi-modal transportation

Did you know?

- Michigan has over 92,000 kids in youth soccer leagues
- We are the largest pool of youth talent in the Midwest and the 10th largest pool in the country to not have a MLS team
- West Michigan currently has 25 players across the top four ranked men's college soccer programs in MI (WMU, MSU, U of M, Calvin University)
- In 2010, Grand Rapids started an "American Outlaws" chapter, becoming part of the country's largest network of American soccer fans with over 200 chapters across the country



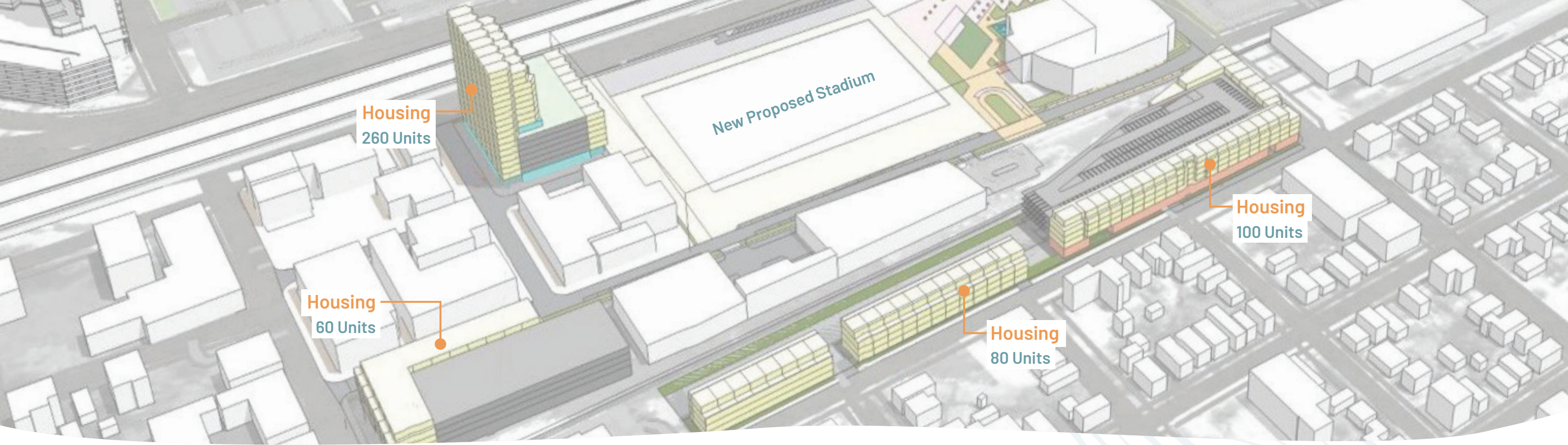
The Latinx community is the fastest growing population in the state of Michigan. In West Michigan, this community is projected to grow 130% by 2025. In 2016 an economic study of New Americans in Kent County showed an economic impact of \$1.1B of the Latinx community to the area GDP. As we see these numbers grow, the opportunities to include the participation of the Latinx community in every aspect of the economy and society are endless. This is one of the few projects, in my humble opinion, that will help us bring our black, brown, Asian, Native American and Anglo communities together. This project will truly make a difference in our region as we continue to execute around economics and diversity, and equity and inclusion in West Michigan.

– Guillermo Cisneros, President & CEO,
West Michigan Hispanic Chamber of Commerce

Professional Soccer in Michigan

West Michigan is home to many soccer leagues, but there are no professional teams nearby.

- U.S. Soccer Federation divisions:
 - Major League Soccer (MLS)
 - USL Championship (USLC)
 - USL League One (USL1)
 - Newly created MLS – Next Pro
- No MLS teams in MI; closest is Chicago
- One USLC team in Detroit; next closest Indianapolis
- One National Independent Soccer League team in metro Detroit



Community & Cultural Benefits



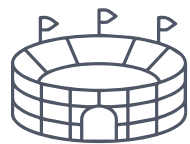
Housing

The stadium will serve as a catalyst to unlock the potential for 500 to 550 future housing units in the immediate area.



Tourism & Business Opportunities

The stadium will be a driver of new tourism revenue and increased visitor travel. It will benefit local businesses, spur new economic development, and inspire entrepreneurs, including restaurants, shops, bars, and pop-up retail.



Enhancement for other sports and events

The stadium will provide youth, amateur, and college soccer programs access to a professional field, and help grow and develop athletes. It also will be able to host other sports, entertainment, and community events.

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 new stadium will bring a professional soccer team to our community, something people have wanted for a long time. It will also fill a huge need for a venue for soccer tournaments and playoffs for youth, amateur, and collegiate programs. The West Michigan Sports Commission fully supports this exciting project.

– Mike Guswiler, President,
West Michigan Sports
Commission

Working Budget Overview

Expenses

Land acquisition\$25 million
 Design, construction, contingency
 & capital reserve \$150 million

Total Stadium Project Costs.....\$175 million

Revenue

Public funds in process \$115 million
 Private donations in process\$60 million

Total.....\$175 million

Philanthropic Capital Campaign Goal\$60 million



“The Grand Rapids stadium project isn’t just about building a sports venue, it’s about creating a beacon of progress and vitality in our city’s skyline. By inviting a diverse and growing population to our downtown, this stadium will not only breathe life into our community but will also provide economic opportunities for generations to come. Let’s build a legacy that not only enhances our city’s landscape but also strengthens our local economy.”

– Omar Cuevas, VP of Investor Relations, Grand Rapids Chamber

Grand Action 2.0

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Todd Custer Tripp Frey

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Grand Action 2.0

20 Year Outlook • 5+ Projects • 1 Grand River

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