



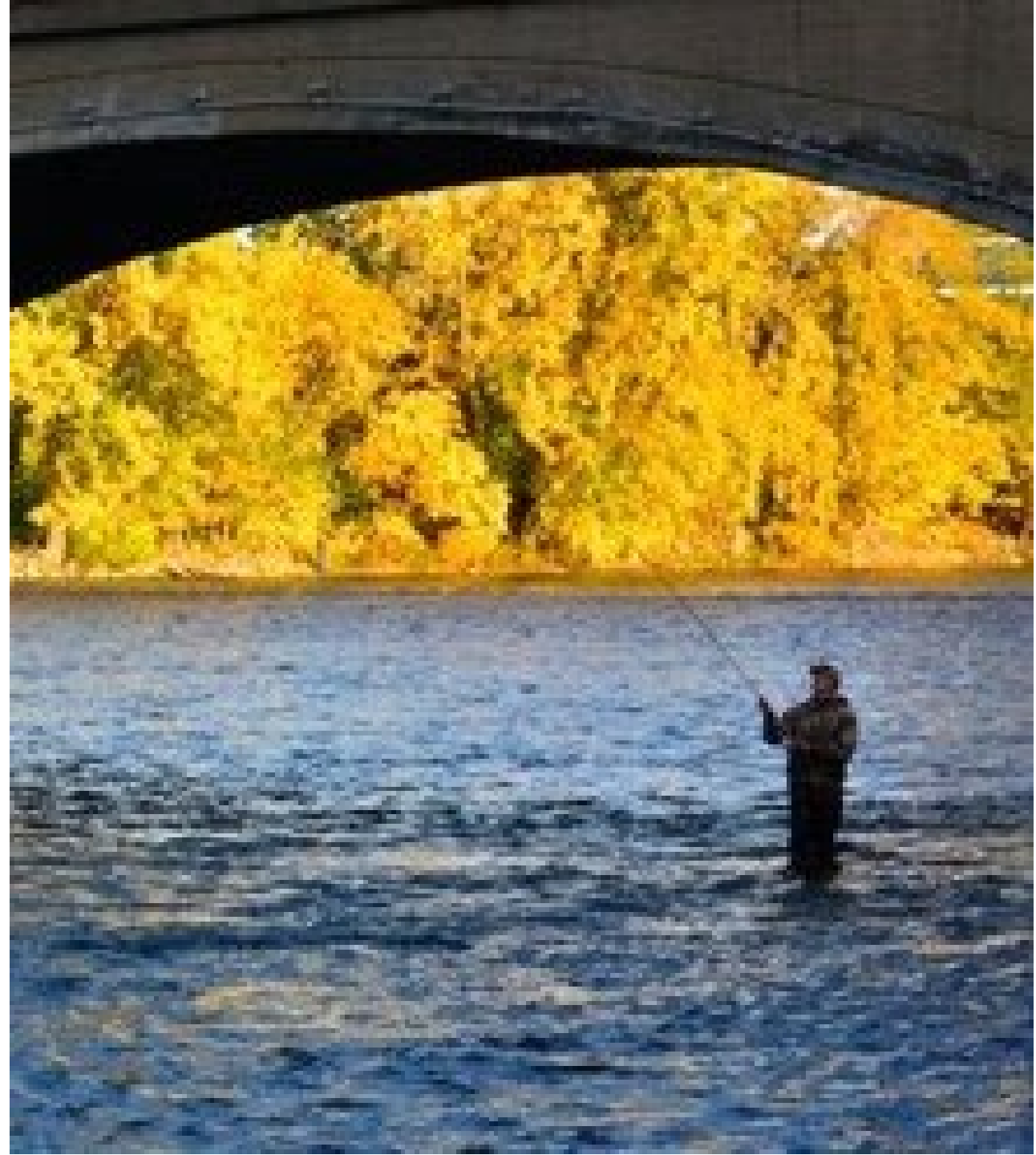
Grand Rapids Whitewater, Inc.

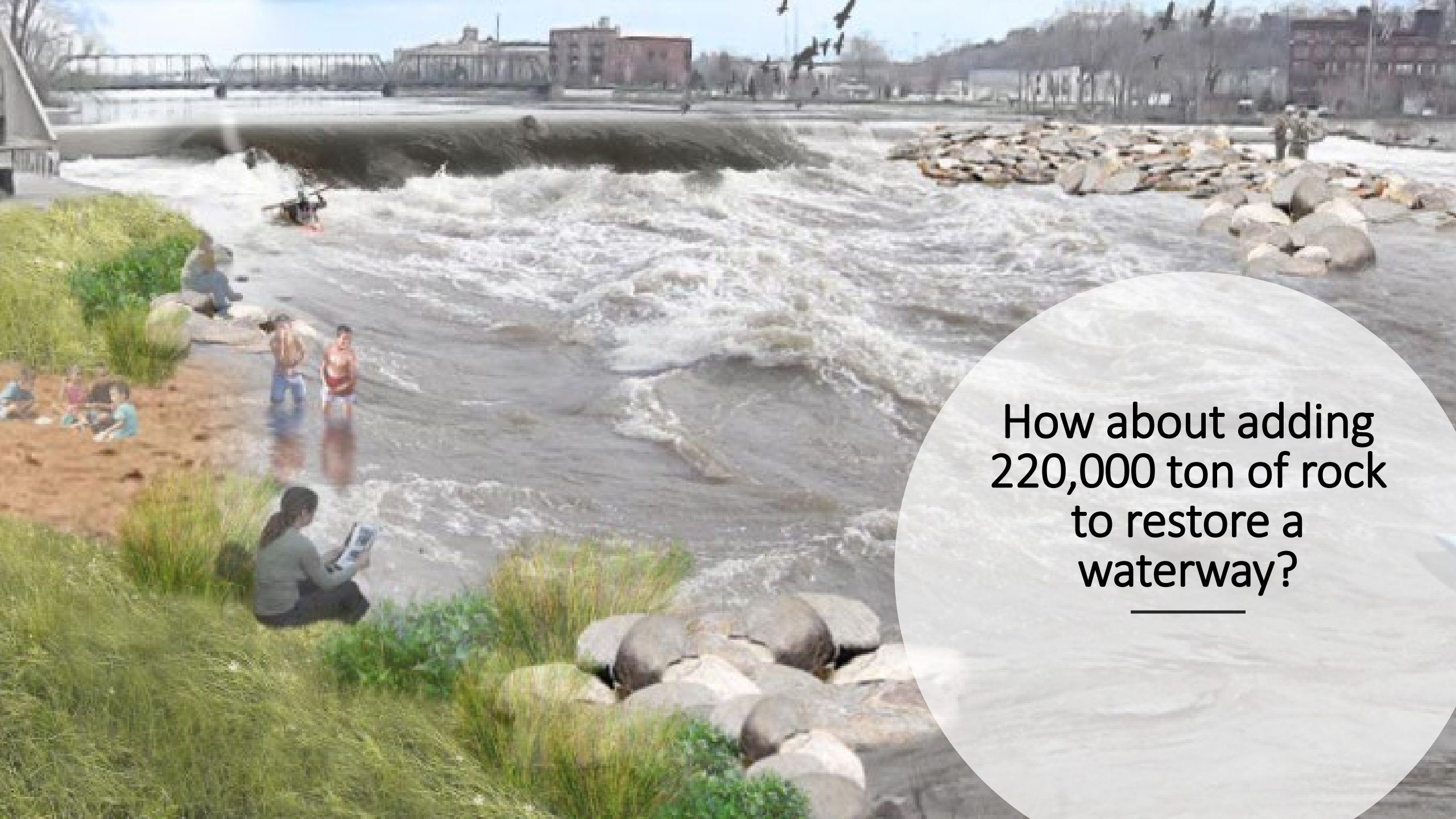
Steve Heacock

October 18, 2018

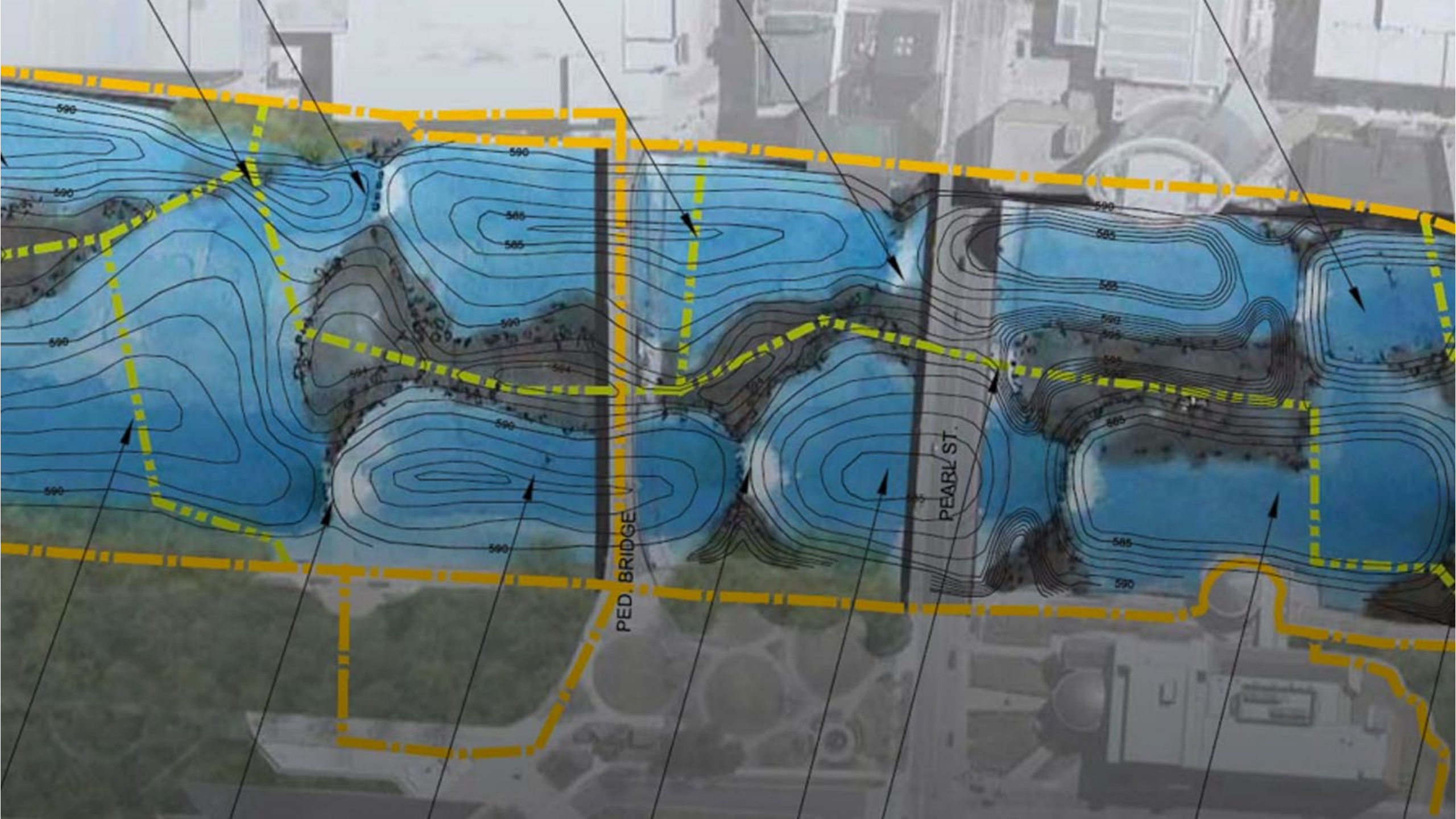
I alone cannot change
the world, but I can
cast a stone across
the waters to create
many ripples.

Mother Teresa





How about adding
220,000 ton of rock
to restore a
waterway?





Project costs

Source

Private giving

\$19,723,000

43%

Federal Resources

\$15,202,000

73%

State/Local Govt

\$ 7,746,917

79%

\$44,671,917



Grand Action community model for place building

- Van Andel Arena
- DeVos Place Convention Center
and Performance Hall
- Medical Mile





Fleetwood Mac
Grand Rapids Griffins
Elton John
Keith Urban
Lynyrd Skynyrd
Bob Segar
Breaking Benjamin
Trans-Siberian Orchestra
For King & Country
Harlem Globetrotters
Panic! At the Disco
Kelly Clarkson
Toby Mac

Metallica
Weezer and Pixies
Monster Jam
Cher
Twenty One Pilots
New Kids on the Block



DeVos Performance Hall

BGR - Finding Neverland

Sean Blackman In Transit presents Fiesta Caribeña

GRS - The Nightmare Before Christmas

Opera Grand Rapids Presents The Magic Flute

The Drifters, Cornell Gunter's Coasters, & The Platters

Alice Cooper

Chinese Warriors of Peking

GRS- Bernstein's 100th

Brian Wilson presents Pet Sounds

RBRM: Ronnie, Bobby, Ricky & Mike

Nephew Tommy

Disney Junior Dance Party

Harry Connick Jr.

GRS- Sinatra and Beyond

Rudolph the Red-Nosed Reindeer:

Dance Theatre of Harlem

GRS - Mozart Mass In C Minor

GRS - The Snowman





The magnitude of the medical mile

There is approximately **6,051,446** square feet of private office property in the central business district (no government included)

- With an estimated value of **\$500 million**

In the last 10 years, the medical mile added approximately **1.21 million square feet** of space

- With an estimated value of **\$1 billion**

What Grand Action did?

- **Led a process that set forth a vision for Grand Rapids,**
- **Pushed government, at all levels, to share the vision, get involved in downtown and accept the leadership of the private sector, and**
- **It cajoled the private sector into massive donations for public projects**

Lessons from the model

- **Establish a vision**
- **Justify the investment (cultural/social; economic development; environmental)**
- **Identify key partners to create the public acceptance and excitement**
- **Use donors to drive the political and community buzz**