



AGENDA

Date/Time: Thursday, May 21 (3-5pm)
ZOOM CALL

MISSION

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

DISCUSSION ITEMS

Welcome & Introductions: Kyle Holst, KCHA President

Approval of January 2020 Minutes – Elizabeth Naber, Ed Wilson & Rachel Kammer

Approval of May 2020 Financial Report – Sara & Melissa Greko

Speakers on the State of the Hospitality Industry During COVID-19

- Doug Small, Janet Korn & Mary Mainer – Experience Grand Rapids
 - <https://www.experiencegr.com/industry-support/>
 - April year-to-year revenue was down 90% and May down 80% – 85%
 - 2019 revenue was \$226,000,000 and the new 2020 forecast is \$125,000,000 after originally forecasting \$230,000,000
 - Organizational and Foundation requests for marketing funding
 - 100+ groups have canceled or rescheduled, but '21, '23 and '24 are looking good
 - Virtual meeting planner visits and MSAE safe meeting guidelines to be released in mid-June
 - 47% of people are visiting friends and relatives, 49% of visitors are from Michigan and 67% of visitors visit via their own vehicle, which will be the preferred method of travel
 - “Dream Grand Today Experience Grand Rapids Tomorrow” 4 steps of (1) comfortability and educating locals, (2) locals invite friends and family, (3) expand to a regional and drive market and (4) national and full-scale marketing
- Dave Lorenz – Travel Michigan
 - 62% of Michigan residents are ready to travel soon, compared to the 42%-45% national average
 - Travel closer to home and stay in Michigan
 - Outreach to Governor Whitmer and Lieutenant Governor Gilchrist to assist promoting Michigan as a destination
 - Workgroups for multiple hospitality industries for reopening protocols
 - Free TV ads airing in SE and N Michigan – Two Peninsulas One Pure Michigan call for unity
 - Community pledges for residents, business owners and travelers
 - Low likelihood of future Pure Michigan funding – exploring alternative options
- Justin Winslow – Michigan Restaurant & Lodging Association
 - MRLA Roadmap to Reopening available at <https://www.mrla.org/open.html>
 - Accelerated the reopening of the UP and N Michigan, although food and liquor supply chain challenges
 - Hotel owners and managers are faced with difficult legal situations regarding non-essential travelers
 - MRLA hotel best practices document to be available soon
 - 30+ bills in the works to help the hospitality recover
 - MLCC licenses for outdoor seating, beer and wine to-go and social zones
 - MRLAEF Relief Fund at <https://www.mrlaef.org/relief-fund.html>

Monthly Reports

- Experience Grand Rapids – Information above

- Certified Tourism Ambassador (CTA) – Managed by current Experience Grand Rapids staff
- Grand Rapids Diversity & Inclusion
 - City of Grand Rapids Office of Special Events, Downtown Grand Rapids Inc, and the Grand Rapids Area Chamber of Commerce – discuss ways to reactive in a safe way
- West Michigan Sports Commission
 - Art Van Spots Complex closed until at least the end of May, with a goal of reopening in June for Game Day USA and additional safety protocols are being finalized
 - Meijer State Games of Michigan pushed to later dates
 - USA Masters Games postponed to '21
 - Meijer LPGA Classic canceled
 - 42 total events canceled
 - Bids out for Perfect Game USA, USA Weightlifting and USA BMX
 - Jack Nicklaus event postponed to October 1st
- West Michigan Tourist Association
 - Lighthouse maps
 - Live camera gallery available at <https://www.wmta.org/live-west-michigan-camera-gallery/>
 - Staycation marketing for cities
- Women in Hospitality Leadership-Grand Rapids
 - Active on Facebook to connect and for support
 - Blood drive event at Versiti Blood Center of Michigan on July 30th from 1:30 PM – 5:30 PM
- Grand Valley State University
 - Spring semester ended and summer semester continues remotely with online learning
 - 100 students in internships
 - Planning for fall semester with multiple options
- Ferris State University – N/A
- Michigan Hospitality Educators Alliance – N/A
- Michigan Cares for Tourism 2020
 - September event canceled and '21 event still being finalized
 - Smaller scale, impactful community events – reach out to Paul Stansbie (stansbp@gvsu.edu) or Patty Janes (janesp@gvsu.edu) for details
 - Michigan Cares for Tourism fundraiser at <https://app.mobilecause.com/e/b1q3MA?vid=8g7bl>
- Golf Outing (Postponed to 2021) – June 14, 2021

Upcoming Meetings & Events (2020 Meeting Schedule Printed Separately)

- Thursday, June 18 (ZOOM Membership Call)
- Thursday, August 20 – KCHA Membership Meeting

Round Table Discussion

- Meijer gift cards for KCHA hotel members
 - \$ amount based on hotel size
 - Gift cards to be provided to hotel General Managers to be distributed to employees

Adjournment

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