



MINUTES

Date/Time: Thursday, August 19 (3:30pm)
Start Garden – 40 Pearl St NW #200, Downtown Grand Rapids

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

10 members in attendance

Approval of May 2021 Minutes (Liz / Melissa)

Approval of Summer 2021 Financial Report – Tabled until September

Presentations

- ArtPrize – JoLee Casares, Exhibitions Coordinator

2018 was the last ArtPrize (#10) with 700,000 people attending; in 2019 it was Project One. No event held in 2020 due to COVID. Typically, \$33 million brought in during the 13-day event to the city businesses.

This year:

- 1,000 artists at 120 venues across 3 square miles with \$450,000 in prizes and grants awarded.
- \$200,000 in grants this year: \$50,000 in artist equity grants, \$100,000 curatorial grants and \$50,000 project grants.
- QR code will provide monetary amounts allocated to artists and to encourage social interaction.
- No actual public voting or “Top 10” this year but there will be Juried Awards.
- This year will also have an auction for attendees to purchase art on display.
- Installation beginning in the coming weeks.
- Leveraging social zones
- Mini version of local cultural festivals and events during the 2-weeks.
- 60% artists are Michigan based.
- ArtPrize App - (progressive web app) w/ QR code (visitors won't download it from iTunes or GooglePlay). More versatile for real-time updates and notification.
- Visitors can search for “outdoor only” installations.
- City-wide watch party via WOOD TV8 in their downtown studio: October 1 at 7pm.
- Aligning with CDC covid guidelines. Mask mandates are venue specific.

Monthly Reports

- Experience Grand Rapids (Angela Nelson in place of Kate Lieto)

New website redesign with content. Marketing team looking at active fall campaigns including some with NPR and

Travel Michigan.

Restaurant Week: November 5-13 in a partnership with Grand Rapids International Wine, Beer & Food Festival.

Kate is on maternity leave late August through about Thanksgiving with others on the team handling her projects.

KCHA Job Fair: Thursday, September 9 (10am-6pm) @ DeVos w/ free parking for all under the building. Free for employers to sign up for a booth (with a table, chairs and power). Experience GR is buying radio spots on 91.9 and also electronic billboards on the main highways. Promoting through Michigan Works, neighborhood groups, job placement organizations, non-profits, etc. News release going out next week. Please help spread the word. Register here: <https://forms.gle/M324BNwUwQxd2Dki8>.

- Grand Rapids Diversity & Inclusion (Angela Nelson)

Hosting the National Black MBA Association in October.

Angela is leaving for a job in Portland, Oregon and we wish her the best.

- West Michigan Sports Commission (Mike Guswiler)

Katy at USHO in Colorado venues. Some industry shows this fall and will be filling the space opened by Alyssa in sales when she left in May. Job posting will be coming soon.

2020 post covid sports activities have been good – in terms of number of events and participants (not as good as 2019 but moving in the right direction).

68 events to date (typically we'd be 80-90 at this point). 20 events at Meijer Sports Complex to date (5 more to go this year). Looking at possibly purchasing more land to expand that facility.

Also working with the City of Kentwood about 109 acres available there for development and utilization.

City of Grand Rapids – Pickleball has exploded as an addition to sports tourism from outside the state and there are plans to expand the number of courts to 20+ with a champion court to make GR a Pickleball destination.

- West Michigan Tourist Association
- Women in Hospitality Leadership-Grand Rapids

An online event was held August 18, one of the free Zoom webinar.

Haven't worked on planning any events as of yet.

- Grand Valley State University
- Ferris State University (Kaky Wolfer)

Back in the classroom full time starting August 30, with masks.

- Michigan Hospitality Educators Alliance
- Michigan Cares for Tourism

Reminder of dates coming up September 9 to October 11.

- Putting for Pineapples Golf Outing Recap (Kyle Holst)

Pending details.

Upcoming Meetings & Events

- Thursday, September 9 – KCHA Job Fair @ DeVos Place
- September 9 – October 11 – Michigan Cares for Tourism
- Thursday, September 16 – KCHA Membership Meeting @ Residence Inn Downtown
- Thursday, October 21 – KCHA Membership Meeting (Location TBA)
- November 2-4 – Pure Michigan Governor's Conference (Detroit)
- Thursday, November 18 – KCHA Membership Meeting (Location TBA)
- December TBA – KCHA Holiday Gathering

Round Table Discussion

Adjournment (Angela / Liz)

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www.KentCountyHospitality.org
www.facebook.com/groups/KentCountyHospitality