



Grand Rapids-Kent County Convention/Arena Authority Van Andel Arena / DeVos Place / DeVos Performance Hall Reactivation Plan Executive Summary

Due to the effects of the COVID-19 pandemic, the venues under The City of Grand Rapids and Kent County governance - Van Andel Arena, DeVos Place and DeVos Performance Hall - have been unable to host events since mid-March, resulting in a total loss of income. This interruption of business has impacted not only the venues, but also the surrounding restaurants, hotels and other establishments that rely on income generated from the approximately 1.5 million visitors that come to West Michigan each year to attend events at the facilities. The number of employees impacted by these lost events is well into the thousands. As we work toward reopening the venues, we recognize the importance of our events in the recovery of the Kent County economy.

- The Grand Rapids-Kent County Convention/Arena Authority (CAA) have developed a reactivation plan for Van Andel Arena, DeVos Place and DeVos Performance Hall, with the backing of venue manager ASM Global's *VenueShield* environmental hygiene program, to prepare the venues to welcome back touring productions, conventions and other events, as well as guests, both locally and worldwide.
- ASM Global staff in Grand Rapids are working with the CAA to implement *VenueShield* protocols to prepare the facilities for reopening in accordance with international health care guidelines from the CDC, NHS, PHAA and WHO, among others, as well as state, county and city guidelines.
- *VenueShield* is an industry-leading reactivation guide created by ASM Global in response to the COVID-19 pandemic, providing the highest levels of disinfection, social distancing and minimized contact, while inspiring consumer confidence, all in partnership with leading medical professionals, industry experts and public health officials.
- Phases of *VenueShield* include the implementation of new guidelines for Workplace Safety, Technology & Equipment, Food Safety and Public Awareness as they support future efforts. The extensive measures being put in place will explore the use of personal protective equipment (PPE), food safety measures, air quality control, surface cleaning, physical/social distancing, temperature checks, thermal cameras, hand sanitizers, reduced touch points, contactless transactions, daily monitoring systems and more.
- A summary of costs associated with preparing the venues for reopening and detailed descriptions of recommended acquisition items are listed in the reactivation plan, including:
 - Contactless Venue Access: Equipment necessary to automate the guest and staff admission process and help reduce staffing requirements to minimize contact between guests and staff in an effort to reduce the spread of COVID-19 and other viruses and communicable diseases.
 - Touchless Fixtures: Hardware intended to provide physical touchpoint reduction, minimizing guest and staff opportunity to spread or contract the coronavirus, as well as other viruses and contaminants.
 - Air Purification: Technology to purify air passing through air ducts, breaking down a variety of harmful organic bacterial contaminants and chemical compounds into a less complex and safe form.
 - Point of Sale Modifications: Equipment to provide guests and employees at concessions and ticket offices an environment that is safer and more secure by reducing physical contact between staff and consumers to prevent the spread of COVID-19 and other viruses.

Please accept our heartfelt appreciation for your review and consideration of this reactivation plan. Assistance provided to the venues now will prove to be an investment in Kent County's short-term and long-term future as we work together toward economic recovery, allowing us to reopen more safely and more quickly, and to welcome more guests.

Most sincerely,

Richard MacKeigan
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Regional General Manager/Regional Director of Booking, ASM Global



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