



MONDAY, NOVEMBER 23, 2020 • 12:30 pm – 1:45 pm

Grand Action 2.0:

Overview of Destination Asset Assessments

SPEAKER

John Kaatz

Principal, Conventions, Sports & Leisure International (CSL)

ABOUT OUR SPEAKER

John Kaatz is a Principal with CSL with more than 30 years of industry experience.

Mr. Kaatz's experience includes in-depth analyses for over 500 tourism development planning, convention, hospitality and entertainment industry projects. The results of these planning studies have been used to assist public and private sector entities in preparing focused plans for development of visitor-generating investment (including facilities and events) that address gaps in visitor industry infrastructure, and that are supported from a market demand perspective.

SESSION DESCRIPTION

John Kaatz, Principal with CSL will present research results and recommendations with respect to three projects important to the future vitality of Grand Rapids and the surrounding area. This presentation will focus on:

1. Future investment and expansion opportunities that will help preserve and expand the competitive position of the DeVos Place Convention Center.
2. Potential development of a new multi-purpose soccer stadium in Grand Rapids that will allow for a higher level professional play, as well as various other sport and entertainment activities.
3. Potential development of a new large-scale amphitheater in Grand Rapids, partnered with numerous cultural, entertainment, adventure and other assets that can improve quality of life for regional residents and attract new visitors.

The research for these projects will assist in preparing future development strategies for investment in important destination assets and the economic development of the overall Grand Rapids area.

THANK YOU TO ALL OUR MEMBERS AND SEASON PARTNERS

