



Michigan's West Coast is paradise for outdoor enthusiasts. From a dude ranch to a huge track, we have it all. Grand Rapids even offers salmon fishing downtown and rock climbing. And don't forget, the Grand Rapids area was ranked one of the top three golf locations in the Great Lakes, according to the readers of Great Lakes Golf magazine. After a day of golfing, biking or skiing, stop by a cozy pub or a trendy nightclub.

There's something for everyone

Enjoy quaint coastal town shopping and a vast array of art and sculpture galleries. There are restaurants for every wallet and palate. Wooded parks, dune-filled parks, and Michigan Adventure amusement park. The festivals are many and wonderful, from Tulip Time in Holland to Muskegon's Summer Celebration. Every town feels different... every town feels great.

Spectacular beaches and picturesque towns are all within an easy drive



Enjoy charming seaside villages, a thousand miles from the sea

From the lush sands of Lake Michigan to the rich cultural life of Grand Rapids, Michigan's West Coast offers an unmatched variety of attractions.



Then, for a whole different selection of delights, simply head west

Enjoy the best of the city with the beauty of the lakeshore

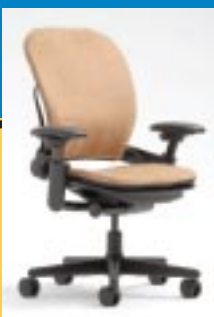


Michigan's West Coast is the ideal place for your delegates to have a great meeting—while having a great time.

For your next meeting or convention, look into

For assistance in planning your next meeting or convention, visit our website or phone 800-678-9859.

Michigan's West Coast



To help make your choice even more comfortable... you could WIN 1 of 10 Steelcase® Leap™ office chairs

The \$1400 Steelcase® Leap™ office chair flexes to the contours of your spine. It's a healthier way to sit. We'll be giving away a new Leap chair every month!

To enter today, simply visit: www.meetgrandrapids.org return the enclosed questionnaire or call toll free: 1-800-678-9859

The city's bustling Downtown District—with night clubs, theaters and dining options galore—has already convinced a host of meeting planners that Grand Rapids is the place to hold their next convention.

Over 1,000 hotel rooms and 50 restaurants are all within walking distance



Discover the new \$220 million DeVos Place convention center—225,000 sq. ft. of high-performance meeting and exhibition space, including 32 breakout rooms, a 160,000-sq.-ft. exhibition hall, and a ballroom capable of seating 3,250 for dinner—all on the Grand River's edge in downtown Grand Rapids.



Start with a perfect meeting in Grand Rapids' vibrant Downtown District

Head For The Coast

Not a long way from home, you're suddenly in another world...

From the Great Lake to the Grand City,
there's a world of pleasure awaiting your delegates in

Michigan's West Coast

So much to see and do

From our brand new, state-of-the-art, one-million-sq.-ft. convention facility to our world-class hotel, endless beaches and eclectic nightlife, Michigan's West Coast is the ideal place for your delegates to get their work done—while having a great time.

Exciting nightlife, entertainment and shopping

Grand Rapids' downtown entertainment district is making waves as it becomes known nationwide. One focal point of this vitality is The B.O.B. (Big Old Building). This one-time warehouse has been beautifully restored to include quality restaurants, festive lounges, a top-notch comedy club, game room, and cigar lounge. In fact, this entertainment district has seen more than a dozen new restaurants and clubs open in the past few years—from brewpubs to classic fine

dining, from fun-packed sports bars to cutting-edge cuisine in sophisticated surroundings.

First-class hotels

A skywalk system links the new DeVos Place convention center and 12,000-seat Van Andel Arena with nearly 1,000 hotel rooms. Excellence is served at the four-star, four-diamond Amway Grand Plaza with 700 rooms, 29 meeting rooms, 6 restaurants and lounges, complete fitness center, and 24-hour room service. There are 44 other hotels nearby to suit every taste and budget.

Museums and cultural activities

Marvel at Frederik Meijer Gardens & Sculpture Park, featuring over 100 sculptures by world-renowned artists. Ride a horse-drawn carriage through the Heritage Hill Historic District.

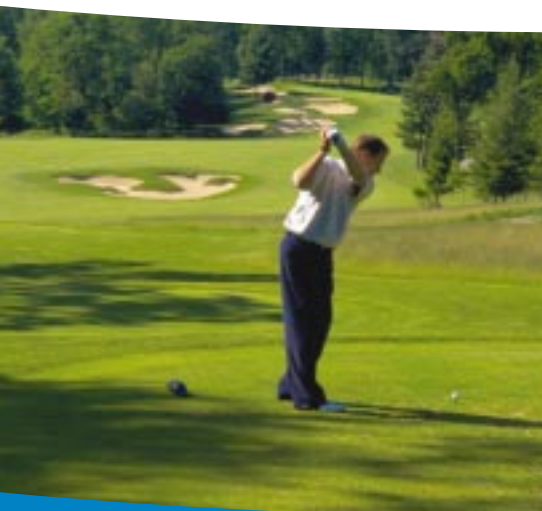
Step aboard the Grand Lady Riverboat, a 150-passenger sternwheel riverboat that offers sightseeing and dinner cruises. Visit the Gerald R. Ford Museum, Grand Rapids Art Museum, Van Andel Museum Center, or the Voigt House Victorian Museum, a perfectly preserved 1895 mansion with its original furnishings.

Festivals and events

Every season, the Broadway Theater Guild brings award-winning musicals, comedies, dance and drama to beautiful DeVos Performance Hall. The Grand Rapids Ballet Company offers classical ballet performances. The Grand Rapids Symphony presents classical, pops and family concerts September through May.

Professional baseball, hockey, basketball and football games

The award-winning Van Andel Arena is home to the Grand Rapids Rampage Arena Football League champions and the Grand Rapids Griffins American Hockey League team, as well as major concerts and entertainment events. Fifth Third Park is home to the West Michigan Whitecaps, a class "A" affiliate of the Detroit Tigers, offering America's favorite pastime for all to enjoy.



GRAND RAPIDS:

"One of the Top 10 Best Cities for Business in the U.S."

— Fortune Magazine



Michigan's West Coast