Welcome to Grand Rapids located in stunning West Michigan! Downtown Grand Rapids serves as the commercial and cultural hub of a region of 1.2 M people. The city has received an incredible amount of acclaim recently, including being listed as Lonely Planet’s #1 U.S. Travel Destination for 2014, Forbes’ #1 Best City for Raising a Family, Movoto’s Top Ten Most Exciting Mid-Sized Cities, and last but certainly not least, Beer City USA. Whether you came from afar or traveled a short distance, we hope you enjoy our amazing downtown.

**MONDAY, MAY 5**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00am - 5:00pm</td>
<td>Registration</td>
<td>Downtown Grand Rapids Inc. 29 Pearl St. NW, Suite 1</td>
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<tr>
<td>9:00am - 10:30am</td>
<td>Downtown Walking Tour</td>
<td>Walk starts at Downtown Grand Rapids Inc. 29 Pearl St. NW, Suite 1</td>
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<td></td>
<td>Led by Bill Kirk, Mobility Manager, Downtown Grand Rapids Inc. and Tim Gleisner, History &amp; Special Collections Supervisor, Grand Rapids Public Library. Maps created by Pedestrian Studies.</td>
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<tr>
<td>11:00am - 12:00pm</td>
<td>Conference Opening/Welcome:</td>
<td>Gerald Ford Presidential Museum Auditorium 303 Pearl St. NW</td>
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<td>Ray Kisor, Chairperson, Downtown Grand Rapids Inc.</td>
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<td>Kristopher Larson, AICP, President &amp; CEO of Downtown Grand Rapids Inc.</td>
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<td>George Heartwell, Mayor of Grand Rapids</td>
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<tr>
<td>12:00pm - 1:30pm</td>
<td>Lunch On Your Own</td>
<td>See Dining Guide Inside on Page 2</td>
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**BREAKOUT SESSIONS**

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>1:30pm - 3:00pm</td>
<td>Talent Attraction/Retention:</td>
<td>Start Garden 50 Louis St. NW</td>
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<td>Adam Bird, Board Member, The Geek Group</td>
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<td>Rick DeVos, Founder, Start Garden and ArtPrize</td>
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<td></td>
<td>Jeanette Pierce, Director of Community Relations, D:hive</td>
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<td></td>
<td>Growing Creative Clusters:</td>
<td>ArtPrize Headquarters 41 Sheldon Blvd. SE</td>
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<tr>
<td></td>
<td>Lyz Crane, Deputy Director, ArtPlace America</td>
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<td>Sarah Filley, Co-Founder, Popuhood</td>
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<td></td>
<td>Christian Gaines, Executive Director, ArtPrize</td>
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<td>Dr. David Rosen, Former President, Kendall College of Art and Design</td>
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</table>
BREAKOUT SESSIONS

3:30pm - 5:00pm Novel Approaches to Nagging Problems:
- Michael Forsyth, Economic Development Specialist, Revolve Detroit
- Steve Faber, Executive Director, Friends of Grand Rapids Parks
- Tami VandenBerg, Executive Director, Well House

Supporting Local Businesses:
- Mike Berne, President, MJB Consulting
- Mimi Fritz, President, Grand Rapids Downtown Market
- Michele Lonergan, Membership Coordinator, Local First

Blue 35
35 Oakes St. SW

Downtown Market
435 Ionia Ave. SW

6:00pm - 8:00pm Reception
Drink tickets and hors d’oeuvres provided.

Grand Rapids Brewing Co.
1 Ionia Ave. SW

8:00pm - until Dinner on Your Own

DINING GUIDE

Lunch and dinner are on your own! Take this opportunity to explore Downtown Grand Rapids even further and grab a bite to eat at one of Downtown Grand Rapids Inc.’s staff’s favorite spots:

Hopcat – Burgers + Pub Food ($$)
The “crack fries” are a must-have.
#2 Beer Bar in the U.S.
25 Ionia Ave. SW

Big O’s Cafe – Classic Italian/Cuban Fare ($$$)
Enjoy personal pizzas or Cuban sandwiches
80 Ottawa St. NW

Freshii – Fast casual + Plant-based ($)
Customizable salads, burritos, and bowls
146 Monroe Center NW

Grand Central Market – Deli and Outdoor Grill ($$$)
Locally owned market with outdoor grilling
57 Monroe Center St. NW

Reserve Wine + Food – Locally Sourced Foods ($$$)
High-end burgers, salads, and sandwiches
201 Monroe Ave. NW

San Chez – A Tapas Bistro ($$$)
Spanish-inspired shared plates
38 Fulton St. SW

Two Beards Deli – Order by the Beard ($$$)
Gigantic range of meat, GF, and vegan sandwiches
38 Commerce Ave. SW

Rockwell/Republic – American + Asian Fusion ($$$)
Hip sushi options and chic décor
45 S. Division Ave.

Food Truck at the GRAM ($)
Mobile eats to be enjoyed in Rosa Parks Circle
101 Monroe Center St. NW

SPECIAL THANKS TO:

Pinnacle Partners
Awards Partner
**TRANSFORMATIVE PROJECTS:**
- Chris Muller, Co-Founder, Grand Rapids White Water
- John Urbahns, Exec. VP of Economic Development, Fort Wayne’s Downtown Improvement District
- Mark Lammon, Director of Operations and Advocacy, Downtown Cleveland Alliance

**INNOVATIVE COMMUNITY ENGAGEMENT:**
- Kristopher Larson, President & CEO, Downtown Grand Rapids Inc.
- Scott Page, Principal, Interface Studio

**Networking Mixer**
Brunch, networking, exhibitors, wifi and more!

**Closing Keynote:**
- Richard Saul Wurman, renowned architect, graphic designer and TED Conference creator

**LAKESHORE AND LAGERS TOUR, 2-6pm**

Tickets are $50 and can be purchased prior to the tour at the Downtown Grand Rapids Inc. office, 29 Pearl St. NW, Suite 1.

West Michigan is known for its beautiful lakeshore and lakefront communities. The Lakeshore and Lagers Tour will depart from Downtown Grand Rapids and bring guests to Grand Haven, a charming waterfront village with an equally enticing Downtown.

The tour will leave directly after the conference’s closing speaker and will begin the trip with a sampling of local craft brews as we travel to our destination. In addition to craft brew samplings, enjoy lunch and local attractions that range from the 100-year old candy shop to the Grand Haven Pier.

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**Supporting Partner**

**Contributing Partners**

**Forum Friends**

Please visit our following partners at their tables near registration:

- ABM, Corbin Design, HotSpot Parking, & Pedestrian Studies
Questions?
Downtown Grand Rapids Inc. ambassadors will be throughout the Downtown area and can assist you anytime, or simply dial 616-250-8263. Also, please feel free to call or stop by the Downtown Grand Rapids Inc. office if you need further assistance. 29 Pearl St. NW Suite 1, 616-719-4610.

Gerald R. Ford Museum: 303 Pearl St. NW
Conference Opening/Welcome
May 5th: 11:00am-12:00pm

Start Garden: 50 Louis Ave. NW
Talent Attraction/Retention
May 5th: 1:30pm-3:00pm

ArtPrize Headquarters: 41 Sheldon Blvd. SE
Growing Creative Clusters
May 5th: 1:30pm-3:00pm

Blue 35: 35 Oakes St. NW
Novel Approaches to Nagging Problems
May 5th: 3:30pm-5:00pm

Downtown Market: 435 Ionia Ave. SW
Supporting Local Businesses
May 5th: 3:30pm-5:00pm

Grand Rapids Brewing Company:
1 Ionia Ave. SW
Reception
May 5th: 6:00pm-8:00pm

Grand Rapids Public Museum: 272 Pearl St. NW
Transformative Projects
May 6th: 9:30am-11:00am

Downtown Grand Rapids Inc.: 29 Pearl St. NW
Innovative Community Engagement
May 6th: 9:30am-11:00am

Kendall College: 17 Fountain St. NW
Closing Keynote
May 6th: 12:30pm-1:45pm