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**Case file Number(s):** 041688 (1 of 2)  
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# WITHDRAWAL SHEET

## Ronald Reagan Library

**Collection Name** WHITE HOUSE OFFICE OF RECORDS MANAGEMENT: **Withdrawer**  
SUBJECT FILE DLB 11/2/2010

**File Folder** FE008 (LIBRARIES - MUSEUMS, PRESIDENTIAL) **FOIA**  
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**Box Number** 19 SYSTEMATIC  
9

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	MANIFEST	MARINE ONE 014688	1	9/16/1981	B7(F)
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Freedom of Information Act - [5 U.S.C. 552(b)]

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C. Closed in accordance with restrictions contained in donor's deed of gift.



041688

FE 008

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# NEWS UPDATE

## GERALD R. FORD PRESIDENTIAL MUSEUM FACT SHEET

The Gerald R. Ford Presidential Museum in Grand Rapids, Michigan, is the first, and as yet, the only museum of its kind in the country.

Unlike the Roosevelt, Truman, Eisenhower, Kennedy and Johnson presidential libraries, it was not meant to be a facility for the storage and study of presidential documents. The Gerald R. Ford Library in Ann Arbor, Michigan, serves that purpose.

Instead, the Ford Museum is a commemoration of the life of our nation's 38th President. As such, it houses displays and exhibits which trace Ford's life from schoolboy, eagle scout, football star, naval officer and congressman to the highest office in the nation: President of the United States.

Located on the west bank of the Grand River in the heart of downtown Grand Rapids, the 43,625-square-foot structure is made of sandblasted concrete and features a striking two-story triangular design. The 300-foot-long east wall of the building is made of reflective glass, recessed under an overhang to protect exhibits from the sun. Alongside the wall are a reflecting pool, fountain and an alcove where Ford and his wife, Betty, eventually will be buried.

Designed by Marvin DeWinter Associates of Grand Rapids, the Ford Museum was privately funded through donations from private citizens, businesses and foundations. The Ford Museum Commemorative Committee, chaired by Jordan Sheperd, a developer from Ada, Michigan, was created in 1977 to raise money to build the structure.

On September 18, when the museum is dedicated with a host of U.S. and world leaders viewing the ceremonies, the building will be turned over to the National Archives and Records Service for administration.

Visitors to the Ford Museum will find a variety of exhibits and films, including:

- A full-scale replica of the Oval Office furnished just as it was during Ford's presidency.
- Original copies of the resignation letter written by former President Richard M. Nixon to Secretary of State Henry Kissinger and the pardon Ford granted Nixon.
- Displays recalling significant events of Ford's presidency, including the 1976 U.S. Bicentennial Celebration, Ford's trips to China and Russia, and the "Mayaguez" incident where crewmen of a privately owned U.S. ship were held captive by Cambodian soldiers.

Enclosures filed in  
Original Attachments #

*2218*  
Gerald R. Ford Presidential Museum  
Dedication Committee

041688

Central Files:

Please file under:

GERALD R. FORD  
Presidential Museum  
Dedication

September 15, 1981

Grand Rapids, Michigan

*Legislative  
Affairs*

2

STANDARD  
OF CARE

CC: [illegible]

- PLEASE CALL OR VISIT US
- WE'LL CALL YOU
- RETURN YOUR COPY
- WE'LL CONTACT YOU BY FAX
- WE'LL CONTACT YOU BY PHONE

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1-800-858-8888  
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# NEWS UPDATE

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FOR IMMEDIATE RELEASE

CONTACT: Casey Wondergem  
616/676-7196

## CELEBRATION OVERVIEW

GRAND RAPIDS, Michigan, August 1981 -- While many major cities in our nation face financial disaster, downtown deterioration, and lack of community pride, Grand Rapids is stepping forward with a community celebration likely to be recognized the world over.

Entitled "Celebration on the Grand," this spirited community effort aims to recognize our area's progress, growth, heritage, and historical development. This is a celebration of the people, land, and pride which earned our town its place as an "All-America City."

As President Ford's leadership had a healing effect on the nation, so has the leadership in Grand Rapids had a healing effect upon that city. This town may well provide a blueprint of ideas for other cities to emulate.

The Celebration Committee went after leaders from local business, labor, education, minority, and civic groups. Those leaders were organized through specific goals -- to unify the community, draw national attention to Gerald R. Ford; the man himself, his heritage, his leadership, and political guidance; and to recognize the progressive development of our growing community, as a prosperous, present-day convention city.

Community response has been tremendous, with hundreds of local activities planned around three major attractions -- dedications for the Gerald R. Ford

Gerald R. Ford Presidential Museum  
Dedication Committee

400 Exhibitors Building • 220 Lyon, N.W. • Grand Rapids, Michigan 49503 • (616) 456-6511

Presidential Museum, the Grand Rapids Art Museum, and the Amway Grand Plaza Hotel. Combined, these three dedications offer highlights of this city's development, renovation, and historical significance, which are bound to generate unprecedented news coverage.

Combined support and community wide organization are the most important aspects of the entire "Celebration on the Grand" event. The synergism of diverse volunteer interests and contributions from all types of community leaders has proven a success. These leaders stimulated innovative ideas, financial contributions, and volunteer support for the numerous activities planned around the dedications.

Awareness within the community was developed by many methods. Increased attendance was promoted by the Grand Rapids Public Schools deciding to close all schools on Friday, September 18th. This will allow many students to participate personally in citywide events during the historic Ford Museum Dedication.

To increase general public support, some 500 Bob Hope Show Simulcast tickets were given to area radio stations as promotional give-a-ways. Local listeners were then persuaded to call in and win, based on their knowledge of Jerry Ford's history.

Balcony seats to the Bob Hope Simulcast were made available to the public at a minimum charge of \$6.00. The Gerald R. Ford Presidential Museum Committee arranged for the Ford Museum to be open to the public, free of charge, all weekend after formal dedication ceremonies.

In order to benefit local civic groups and charities, 120 tickets for the Hope Special were sold to the non-profit groups at \$50.00 below regular ticket prices. Those tickets then were used as fundraising tools, with some charities reporting as much as \$2,500 raised reselling the tickets.

The Bob Hope Special was designed as a general fundraiser for the Ford Museum Dedication project. Monies raised that evening are to cover dedication expenses and extra activities offered at no charge throughout this Celebration. Any remaining funds will be donated to a foundation that will support the ongoing activities of the Ford Museum.

These dedication events draw a special media focus to Grand Rapids as a convention city. That focus is re-enforced by several factors which make Grand Rapids an "All America City."

\*The city has experienced a \$250 million building boom in its Central Business district.

\*\$26.3 million was invested in completing the Convention/Performing Arts Center Complex.

\*Bookings for 1982 conventions already show a 40% increase, with \$67.5 million worth of conventions booked thus far.

\*Grand Rapids has been praised nationally for its "Child Watch" program, and crime safety programs.

\*Construction of the city's Performing Arts Center was supported by community wide donations of more than \$6 million, exceeding the campaign's goal by \$1 million.

\*"Celebration on the Grand," is only part of a continuous city celebration of confirmed community support, pride, progress, and growth for Grand Rapids.

In many ways, the Celebration & Ford Museum Commemorative Committees share the ideals and goals of the Greater Grand Rapids Chamber of Commerce, and the New Grand Rapids Committee. All three organizations look to link private and public sector leadership and resources. The result, is stimulating revitalization, with positive promotional awareness of the Grand Rapids Community.

# # #



August 10, 1981

Dear Mr. Allen:

Thank you for your correspondence concerning arrangements for the dedication of the Gerald R. Ford Presidential Museum.

Unfortunately, my plans have changed and I will be unable to come on Thursday evening, September 17. I may perhaps be attending with the President on September 18, but my arrangements in that regard are still tentative.

I appreciate your understanding of the circumstances and with cordial regard, I am

Sincerely,

Max L. Friedersdorf  
Assistant to the President

Mr. Martin J. Allen, Jr.  
Senior Vice President  
Old Kent Bank and Trust Company  
One Vandenberg Center  
Grand Rapids, Michigan 49503

MLF:alh



**Gerald R. Ford Presidential Museum  
Dedication Committee**

400 Exhibitors Building • 220 Lyon, N.W. • Grand Rapids, Michigan 49503 • (616) 456-6511



HONORARY CO-CHAIRMEN

The Honorable Howard H. Baker, Jr.  
Majority Leader, United States Senate

The Honorable Thomas P. O'Neill  
Speaker, United States House of Representatives

DEDICATION COMMITTEE  
CO-CHAIRMEN

Richard M. DeVos  
Werner Veit

Martin J. Allen, Jr.  
Bob Barrett  
Molly Bradshaw  
Peter Cook  
Carson O. Donley  
Danny R. Gaydou  
Robert L. Hooker  
Carl H. Morgenstern  
Willard Schroeder  
Peter F. Secchia  
Jordan Sheperd  
Casey Wondergem

COMMEMORATIVE  
COMMITTEE  
Jordan Sheperd, *Chmn.*  
Alice Bickley  
Lynn Bradshaw  
Arthur Brown  
William Casselman  
Russell Cole  
Harold Davidson  
Richard Ford  
W. D. Frankforter  
Thomas J. Heywood

Douglas W. Hillman  
Mary Ann Keeler  
David B. LaClaire  
Don Matheson  
Kay McInerney  
David Mehney  
Frederik G. H. Meijer  
Carl H. Morgenstern  
Dr. Alfred Swanson  
Jay Van Andel  
Werner Veit  
Jack Wetenhall

August 3, 1981

The Honorable and Mrs. Max Friedersdorf  
Assistant to the President for  
Legislative Affairs  
The White House  
Washington, D.C. 20505

Dear Mr. and Mrs. Friedersdorf:

I am writing in my capacity as co-chairman of the arrangements committee for the dedication of the Gerald R. Ford Presidential Museum. We are anxious to make your stay in Grand Rapids a most pleasant one and in order to do that we need you to provide us the information requested on the enclosed form.

As indicated in President Ford's letter of invitation, the activities begin on September 17 with a cocktail party at 6:00 p.m. at the Amway Grand Plaza Hotel. This cocktail party precedes the dinner, the Bob Hope Gala, and post-gala reception. These are black tie events. The dedication of the museum at 11:00 a.m. on September 18 will be an outdoor event.

Please return the attached questionnaire to us by August 12 so that we can properly prepare for your visit. We will be meeting you at the airport upon your arrival and will fill you in on more details at that time. In the meantime, if you have any questions, please do not hesitate to call or write me.

Sincerely,

Martin J. Allen, Jr. (*Casual-secretary*)  
Senior Vice President  
Old Kent Bank and Trust Company  
One Vandenberg Center  
Grand Rapids, Michigan 49503

616 - 774-5278

cb  
Enclosures

"CELEBRATION ON THE GRAND"

Amway Grand Plaza Hotel • Gerald R. Ford Presidential Museum • Grand Rapids Art Museum  
Sept. 14-19, 1981

THE WHITE HOUSE  
WASHINGTON

September 16, 1981

MEMORANDUM TO TRAVELING GUESTS AND STAFF  
FROM PRESIDENTIAL ADVANCE OFFICE  
SUBJECT DEPARTURE INFORMATION FOR GRAND RAPIDS TRIP

BAGGAGE CALL: Place bags in West Basement Foyer no later than 10:00 a.m. Thursday, September 17, 1981. Leave bags unlocked and hand carry all film.

PRESS PLANE PASSENGERS:

For those requiring transportation from The White House to Andrews AFB, board vans at West Wing Lobby Entrance at 11:15 a.m.

For those providing own transportation to Andrews AFB, be in Distinguished Visitors Lounge by 11:30 a.m.

AIR FORCE ONE PASSENGERS:

For those requiring transportation from The White House to Andrews AFB, board vans at West Basement at 12:00 p.m. Thursday, September 17, 1981.

For those providing own transportation to Andrews AFB, be in Distinguished Visitors Lounge no later than 12:30 p.m. Thursday, September 17, 1981.

For those traveling via Marine One to Andrews AFB, refer to the attached schedule.

\*\*\* Guests and staff invited to dinner must dress in Black Tie attire.

\*\*\* SCHEDULES WILL BE DISTRIBUTED THURSDAY MORNING; SENIOR STAFF RECEIVING THEIR SCHEDULES AT THE SENIOR STAFF MEETING.

MOTORCADE ASSIGNMENTS

Lead

Spare

D. Fischer  
Dr. Ruge

Limo

THE PRESIDENT  
Mrs. Reagan

Follow-up

Control

J. Baker  
M. Deaver  
LTC Muratti

Staff

R. Allen  
D. Gergen  
E. Hickey

Press I

Press II

Tail

- 12:40 p.m. Arrive Reflecting Pool and board Marine One immediately.  
Marine One departs en route Andrews AFB.
- 12:55 p.m. Arrive Andrews AFB and board Air Force One immediately.
- 1:00 p.m. Air Force One departs en route Grand Rapids.

FLIGHT TIME: 1:30  
TIME CHANGE: None  
FOOD SERVICE: Lunch

MEMORANDUM

MAK - FYI -

THE WHITE HOUSE  
WASHINGTON

9/8/81

TO: Nancy  
FROM: Annie  
RE: Ceremonies dedicating Ford Library

Bob Barrett with President Ford was calling to confirm that M.F. was indeed coming with the President.

Bob advised that Mr. Friedersdorf would be seated at the table with Ambassador and Mrs. Firestone (table sponsor) and Speaker O'Neill.

Contact: 616, 774-2000, room 925  
(in Grand Rapids now)

Advised Grand Rapids,  
Priscilla not coming

O.K.  
my.

July 23, 1981

Dear Mr. President:

Priscilla and I just received your kind invitation to the Dedication of the President Ford Museum in Grand Rapids on September 17th and 18th.

You were thoughtful to include us, and we are delighted to accept your invitation for the dinner, the Gala, the reception on the 17th, and the Dedication ceremonies on the 18th.

We look forward to seeing you in Grand Rapids, and with cordial regard, I am

Sincerely,

Max L. Friedersdorf  
Assistant to the President

The Honorable Gerald R. Ford  
Post Office Box 927  
Rancho Mirage, California 92270

MLF:FRD:fd  
bcc: Nancy Kennedy w/ incoming.

# WITHDRAWAL SHEET

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S10-0365/01  
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*Box Number*

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*DOC Document Type*

*No of Doc Date Restriction*

*NO Document Description*

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1 MANIFEST

1 9/16/1981 B7(F)

MARINE ONE

014688

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Freedom of Information Act - [5 U.S.C. 552(b)]

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C. Closed in accordance with restrictions contained in donor's deed of gift.



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2 MANIFEST

1 9/16/1981 B7(F)

AIR FORCE ONE

014688

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20 JUL 1981

GERALD R. FORD

accept

July 7, 1981

Dear Priscilla and Max:

I am writing to invite you to the Dedication of the President Ford Museum and related activities in Grand Rapids, Michigan on September 17th and 18th.

There will be a dinner the evening of September 17th, followed by a Gala with Bob Hope as the Master of Ceremonies and other outstanding entertainers participating. A reception follows the Gala. The Museum will be dedicated on Friday, September 18th at 11 a.m.

I hope you can join Betty and me as our guests for the dinner, the Gala, the reception on Thursday evening and, of course, the Dedication ceremonies on the 18th.

Will you kindly let me know of your plans as early as possible, but not later than July 30, so I can inform the local committee. My address is:

Post Office Box 927  
Rancho Mirage, California 92270  
or Phone 714-324-1763

Betty and I do hope you can be with us.

Warmest, best wishes,

Sincerely,

*Jerry Ford*

The Honorable & Mrs. Max Friedersdorf  
Assistant to the President for  
Legislative Affairs  
The White House  
Washington, D. C. 20505

RANCHO MIRAGE  
CALIFORNIA 92270

*Gerald R. Ford*

The Honorable & Mrs. Max Friedersdorf  
Assistant to the President for  
Legislative Affairs  
The White House  
Washington D.C. ~~20505~~



## News Release



CONTACT: Casey Wondergem  
616/676-7196

### AMWAY GRAND PLAZA HOTEL FACT SHEET

The Amway Grand Plaza Hotel, dedicated September 15, 1981 during a Black Tie Gala, complements Grand Rapids' "Celebration on the Grand."

With opening of the Amway Grand Plaza Hotel, a new era of by-gone elegance begins. The \$64 million hotel project is a one-of-a-kind blend of old and new in detail-perfect styling rare in today's mass market.

Among its many amenities, the Amway Grand Plaza Hotel provides:

--A world class hotel offering 400 deluxe rooms with 300 additional deluxe tower rooms available in 1983.

--Six restaurants and lounges including The Monroe Cafe, Rendezvous Lounge, Inner Circle Bar, Lumber Baron, 1913 at the Plaza, and Tootsie Van Kelly's.

--Twenty four custom-decorated suites, designed by Carlton Varney, President of Dorothy Draper Company, New York City. Varney specializes in the renovation of historic buildings and his column on interior design appears regularly in Family Circle Magazine.

--Quality catering personalized for groups of all sizes.

--24-hour room service.

--Simultaneous translation services.

--An overhead glass-enclosed walkway connecting hotel and Convention Center.

--Eight hotel meeting/function rooms with an additional 26 Convention Center meeting/function rooms offering 119,000 square feet of exhibit space.

--Five Penthouse Apartments with private rooftop patios.

--Many authentic antiques including the "Sumburst" sculpture, originally commissioned for the Palazzo Moroscine of Venice, Italy in the 1800s, and two Austrian crystal chandeliers dating back to the hotel's opening in 1913.

--Phase II, the 28-story Tower, when completed in 1983, will feature a 9,200 square-foot ballroom, four meeting rooms, a riverside gourmet restaurant, a private rooftop restaurant and more than 3,600 square feet of fine retail shops in the lobby link.

# # # #

SEPTEMBER, 1981

GRAND RAPIDS ART MUSEUM OPENS ON SEPTEMBER 17, 1981

On September 17, 1981, the Grand Rapids Art Museum opens the doors of a stunning, permanent downtown facility to an appreciative citizenry.

To many, the new Art Museum may be viewed as a culmination of seventy-one years of growth in the fine arts in Grand Rapids, but to those closely associated with the project it is not an end, but a beginning. With more than double the previous exhibition space, plus adequate room and facilities for a variety of present as well as long-hoped-for programs, the museum is at last in a position to meet the growing and changing needs of those it serves and to reach out to new audiences with confidence that the future is secure.

The renovation of the historic Federal Building gives the museum 45,000 square feet of space, plus an additional 30,000 square feet on the third and fourth floors for later expansion. Eventually, a main entrance will be built on the Division Avenue side of the building and a large public space constructed on the second floor roof in the "U" formed by the third and fourth floors. In the basement, plumbing and other service needs have been roughed in for a variety of future uses, such as a conservation room and photography studio.

Such careful planning for both the present and future will lead to the Grand Rapids Art Museum's long-sought-for accreditation, which will enable it to attract more and better exhibitions, thus assuring the City of Grand Rapids a place on the map of the art world for generations to come.



# NEWS UPDATE

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FOR IMMEDIATE RELEASE

CONTACT: Casey Wondergem  
616/676-7196

## CELEBRATION PLANS ANNOUNCED

GRAND RAPIDS, Michigan, August 1981 -- From fireworks to folk dancing, "Celebration on the Grand" offers something for everyone.

The September 14-19 gala focuses worldwide attention upon Grand Rapids with the presence of such dignitaries and celebrities as President Ronald Reagan, former President Gerald R. Ford and comedian Bob Hope.

More than forty free activities for the public are planned around "Celebration's" three major attractions -- dedication ceremonies for the Gerald R. Ford Presidential Museum, new Grand Rapids Art Museum and Amway Grand Plaza Hotel.

Kicking off the week Monday, September 14, are events such as the citywide Neighborhood Merchants Festival; activities and sales by members of Downtown Inc.; a "Ford's Boyhood Years" exhibit at the Grand Rapids Public Museum; nightly Concerts on Monroe Mall through Saturday; a hot air balloon race with twenty competitors starting from downtown at 6 p.m., and a fireworks display over the Grand River at dark.

Events begin at 6 a.m. Tuesday, September 15, with the opening of a four-day trout/salmon fishing contest in the Grand River. The balloon race resumes at 7 a.m. The official dedication of the Amway Grand Plaza Hotel highlights Tuesday's schedule.

A "Grand Bike Tour" over six miles of downtown is planned Wednesday with celebrity guests leading the pedalers. Public viewing and the auction of the Gerald R. Ford Stamp Collection will be in the Black and Silver Room of the Grand Center. There also is an

Gerald R. Ford Presidential Museum  
Dedication Committee

400 Exhibitors Building • 220 Lyon, N.W. • Grand Rapids, Michigan 49503 • (616) 456-6511

Ethnic Festival offering food, fun, folk music and dancing along the riverfront near the Ford Presidential Museum.

Lovers of the late hours can spend from midnight to 5 a.m. Wednesday and Thursday observing Larry King of the Mutual Broadcasting System air his radio talk show live from the Amway Grand Plaza Hotel Monroe lobby.

A 9 a.m. street procession, called "Art on the Move," winds its way from the old Art Museum on Fulton Street to the new one at Pearl and Ionia Thursday, September 17. The procession is a prelude to the new museum's 10 a.m. dedication.

Also on Thursday, food booths and music will fill the downtown area. A lecture series at local colleges will feature many of Jerry Ford's former cabinet and staff members.

There will be a street dance and free concerts as well on September 17 at 7 p.m. on the Monroe Mall. More concerts will be at the Ford Museum Amphitheater. That same evening, ticket holders can attend receptions, dinners, and view taping of the Bob Hope show in Welsh Auditorium, the Grand Center, Amway Grand Plaza Hotel and DeVos Hall. The comedian's television special is scheduled to air on NBC-TV October 22, 1981.

ABC-TV's "Good Morning America" with David Hartman will originate live from Grand Rapids Friday, September 18, with former President Ford as a special guest. At 9:30 a.m. that day the Ford Presidential Museum Parade begins at Grand Rapids Central High School, follows Lyon Street to Monroe and winds up at the new facility on the riverfront. Betty Ford will be parade Grand Marshall.

Dedication ceremonies for the Ford Museum start at 11 a.m. They are followed immediately by a worldwide amateur radio broadcast from the Amway Grand Plaza Hotel and an outdoor festival along the Ford Presidential Museum riverfront.

Extra bus service will be offered throughout the city on Friday by the Grand Rapids Area Transit Authority. Buses will run until midnight, providing transportation for people viewing the spectacular Friday evening fireworks display over the Grand River.

Downtown festivities and the outdoor festival at the Ford Presidential Museum continue



Saturday, September 19. Other events of the final day include a 10-kilometer corporate team run through downtown and a Master's Sport Swim Meet at the Gerald R. Ford Fieldhouse of Grand Rapids Junior College.

"Celebration on the Grand" is conceived as part of a continuous display of Grand Rapids' community support, pride, civic progress and growth.

# # #

**Celebration on the Grand**



**9/14-19/81**



Tuesday, 9/15/'81  
Amway Grand Plaza Hotel Dedication 5:00 p.m.  
Thursday, 9/17/'81  
Grand Rapids Art Museum Dedication 10:00 a.m.  
Friday, 9/18/'81  
Gerald R. Ford Presidential Museum Dedication 11:00 a.m.



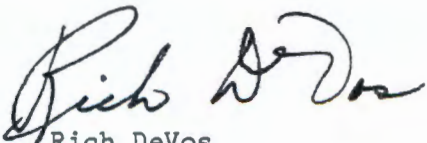
A MESSAGE FROM THE CO-CHAIRMEN OF "CELEBRATION ON THE GRAND"

Welcome to "Celebration on the Grand," a week-long community gala the likes of which Grand Rapids and the nation has never seen before.

This star-studded week is a showcase for a city rising above the economic turmoil now gripping many cities across the country. The entire Grand Rapids community -- its citizens, business sector and government -- has made a commitment to revitalizing the downtown area. This effort has resulted in a \$250 million building boom and drawn national attention to Grand Rapids as a modern-day, convention city. Two buildings being dedicated this week, the Amway Grand Plaza Hotel and new Grand Rapids Art Museum, are focal points for this resurgence.

"Celebration on the Grand" recognizes more than this area's growth, progress and historical development. It also is a tribute to former President Gerald R. Ford from his friends and hometown community. Dedication of the Ford Presidential Museum serves as the capstone for this community-wide festival and directs world attention to Ford's life -- from schoolboy, college football star, naval officer and congressman to our nation's 38th President.

We hope you enjoy your stay here this week. We certainly appreciate having you here and hope "Celebration on the Grand" will be a week you long remember.



Rich DeVos  
President, Amway Corporation



Werner Veit  
President, Booth Newspapers



GRAND RAPIDS  
AREA CHAMBER OF  
COMMERCE



GRAND RAPIDS - ALL-AMERICA CITY 1980-81

Grand Rapids has been honored by the National Municipal League as an "All-America City 1980-81," for its outstanding community action achievements and effective citizen organizations. The award recognizes the positive results from Grand Rapids citizens dedicating themselves to improving the city's social, economic and cultural climate while working in concert with the public sector.

The three projects in the entry, which included a presentation by a panel of Grand Rapids representatives at the National Municipal League Conference in November 1980 at Houston, Texas, were:

- Crime prevention through cooperation between the Grand Rapids Police Department and neighborhood associations, using Neighborhood Watch and Child Watch programs. Several thousand citizens, as well as field representatives of local utility companies, are trained to watch for suspicious activities involving children. The program is being adopted by other municipalities.
- Commercial revitalization by the Burton Heights Business Association, the Garfield Park Neighborhood Association and the City of Grand Rapids, banding together to rescue a declining area. Since the plan was implemented in 1978, there have been physical improvements to the area and new businesses have been attracted to Burton Heights. The Council of Neighborhood Business Associations of the Grand Rapids Area Chamber of Commerce grew from the Burton Heights success.
- Citizen involvement in the arts, as expressed through the Grand Rapids Arts Festival, largest all-volunteer activity of its type in the United States. Festival boasts participation by more than 13,000 persons each year, and the 1981 event drew 450,000 spectators. In addition to enhancing all arts, such as performing arts, ethnic cooking, handicrafts, painting and sculpture, Festival has contributed to civic pride, a sense of community and the appreciation and acceptance of ethnic differences. It has had an important spin-off effect, as additional ethnic weekend festivals, neighborhood "clothes-line-art-festivals" and block gatherings continue the sense of involvement and community generated by Festival.

Mayor Abe L. Drasin, in his role as moderator of the Grand Rapids delegation to the National Municipal League Conference, said: "Grand Rapids was characterized by an editorial in THE DETROIT FREE PRESS in 1980 as "a classy little city." The newspaper went on to say, "Grand Rapids is becoming a model for middle-sized cities, an example of one that works." That does not mean that Grand Rapids does not have problems . . . we are in the classic situation of most cities of substantial size, walking the tightrope of diminishing fiscal resources and the expectations and needs of our citizens. But in Grand Rapids, the key to our success is the close working relationship between Neighborhood Associations, Neighborhood Business Associations, the Chamber of Commerce, City Hall and a citizenry dedicated to making Grand Rapids an outstanding city in every way."



## **All-America City**

### WHAT MAKES GRAND RAPIDS UNIQUE

- \*\*\*All-America City - three times, 1949, 1961 and 1980
- \*\*\*Grand Rapids is one of the nation's top 25 growth markets through 1990, according to the National Planning Association of Washington, D.C., and one of only two northern cities listed.
- \*\*\*Grand Rapids has an appealing location for midwest corporate headquarters, since it is located only 148 miles from Detroit, 172 miles from Chicago and 35 miles from Lake Michigan.
- \*\*\*Grand Rapids is undergoing a major revitalization of its downtown area where \$250 million in new construction and renovation is breathing new life and vitality into the city's commercial center.
- \*\*\*Grand Rapids is a city rich in cultural amenities with the Grand Rapids Symphony Orchestra, the Grand Rapids Civic Ballet, the Western Michigan Opera Company, and the New World Quartet and the Grand Rapids Art Museum.
- \*\*\*Grand Rapids is the major wholesale center of Western Michigan.
- \*\*\*Grand Rapids, with 60 playgrounds and parks, is a haven for outdoor sports enthusiasts. It is located in the center of a recreation area offering skiing, hiking, boating, swimming, cycling, horseback riding, motocross racing, golf and field hockey.
- \*\*\*Grand Rapids has the cleanest air of 40 major American cities surveyed by the President's Council of Environmental Quality.
- \*\*\*Grand Rapids has 10,800 businesses of which 4,000 have less than 10 employees. 200 of those area businesses trade on international markets.
- \*\*\*The Amway Grand Plaza Hotel along with its adjacent 28-story "Tower" (to be completed in 1983) will offer visitors the largest interconnected meeting facility anywhere in Michigan and one of the largest in the Midwest. Both sections of the hotel and the entire convention center will be linked via a fully enclosed skyway. Another skyway, also affording year-round protection from the elements, will run from the hotel to a new 700-car parking ramp.



- \*\*\*The Grand Center, a new \$26.3 million, 115,000 square-foot convention facility and 2,452 seat Performing Arts Center, is a dramatic step in the city's rebirth.
- \*\*\*The \$11 million Gerald R. Ford Presidential Museum which will be the only presidential museum in the U.S. with a downtown location is located on the Grand River in the heart of downtown Grand Rapids. The Museum will include President Ford's presidential and public office memorabilia and an exact reproduction of the oval office.
- \*\*\*Grand Rapids has the largest medical center in the state outside of the Detroit/Ann Arbor area.
- \*\*\*The John Ball Park Zoo, which is one of the largest zoos in the state, is located in Grand Rapids.
- \*\*\*Grand Rapids' Heritage Hill District, a nationally known historic area near downtown, in an area where buildings of more than 60 architectural styles have been preserved.
- \*\*\*Grand Rapids has all of the advantages of a big city without the crime, transportation problems and loss of identity so commonly associated with larger urban centers. Shopping is plentiful along Monroe Mall where an array of specialty shops and large clothing stores decided to "stick it out" downtown and did it well. There aren't many cities where residents can fish in the center of town, and eat their catch for dinner, but anglers do it everyday along the Grand River.
- \*\*\*Grand Rapids is the site of the annual Festival of Arts, which attracts nearly half-million people for three days of continuous entertainment by hundreds of artists, musicians, craftsmen and ethnic groups.
- \*\*\*Grand Rapids is accessible from all major freeways and is served by several major airlines via the Kent County International Airport, located just 12 miles from the center of downtown.
- \*\*\*In 1969, private money and federal funds brought Alexander Calder's "La Grande Vitesse" to the city. Another Calder creation, "Calder-On-The Roof", rests atop the rooftop of the three-story Kent County Administration Building, which is adjacent to City Hall and the stable.
- \*\*\*The fish ladder sculpture is the creation of Grand Rapids sculptor Joseph Kinnebrew, who has designed an artistic solution to a necessary river element which will allow Coho and Chinook salmon to return upstream in the Grand River every year to spawn. The fish ladder received strong endorsement from President Gerald R. Ford.
- \*\*\*Grand Rapids caters to the convention clientele with more than 3,000 hotel rooms, a number increasing rapidly as new hotel facilities near completion.

\*\*\*Grand Rapids is a short drive to Lake Michigan and the beautiful resort areas of Holland and Saugatuck. Holland is home of the nationally recognized Tulip Festival.

\*\*\*Grand Rapids is home to several multi-national corporations, including Amway, a \$1.1 billion direct sales firm and Steelcase, the world's largest manufacturer of office systems furniture. Wolverine Worldwide, producers of Hush Puppy shoes, is located in Grand Rapids as are several General Motors production plants and Fisher Body metal fabrication plants, Keeler Brass, Lear Siegler and American Seating.

\*\*\*Grand Rapids is nicknamed the "City of Steeples" with 480 Protestant and 42 Catholic churches. A number of other faiths are also represented.

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