Michigan Flashcard - Scott Atchison
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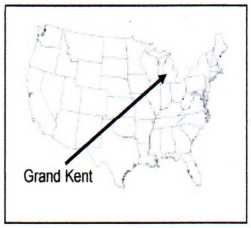
Grand Rapids, MI 49501-1235



02/26/2024

City of Grand Rapids Mayor, Commissioners,
City Manager & Staff

Not to City Clerk:
Please place this 1 page communication in the 03/05/2024 City of Grand Rapids Agenda Packet

RE: Re-Naming & Re-Branding Kent County to "Grand Kent County"

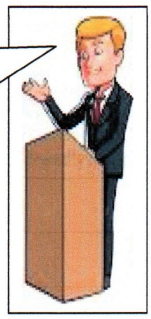
City of Grand Rapids Mayor, Commissioners, City Manager & Staff,

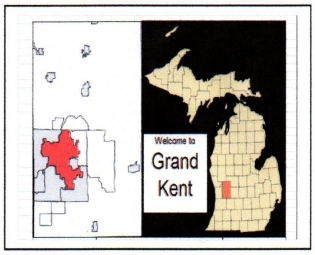
As a courtesy, I thought I would share this with you. I plan on reintroducing the idea of changing the name of Kent County to "Grand Kent County." This will be a great tool to market our metropolitan area and will help greatly in promoting the proposed new "Acrisure Amphitheater" & Soccer Stadium.

I will be addressing the Kent County Board and the other political jurisdictions in the upcoming months:

Cities	Townships		Villages
Cedar Springs	Ada	Grand Rapids	Caledonia
East Grand Rapids	Algoma	Grattan	Casnovia
Grand Rapids	Alpine	Lowell	Kent City
Grandville	Bowne	Nelson	Sand Lake
Kentwood	Byron	Oakfield	Sparta
Lowell	Caledonia	Plainfield	
Rockford	Cannon	Solon	
Walker	Cascade	Sparta	
Wyoming	Courtland	Spencer	
	Gaines	Tyrone	
		Vergennes	

We should re-name & re-brand "Kent County" to "Grand Kent" County!



1. We should re-name and re-brand Kent County to Grand Kent.
2. Great marketing tools for Convention & Visitors Bureau & Right Place.
3. State of Michigan should assist. Chamber of Commerce assistance & promotion.
4. Beneficial for the Downtown Development Authority (DDA), downtown hotels, the Van Andel Arena, Devos Place Convention Center and the other facilities.
5. Convention & Arena Authority (CAA) should help in promoting the re-branding.
6. ??????????????????????????
7. More to Come!

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