



## Make your event make an impact.

### A welcoming community.

The Latino population of Grand Rapids and Michigan's West Coast has increased exponentially over the past few years. Along with the growth in numbers has come a real influence on the economic and cultural life of the region, as the Hispanic community fosters growth and prosperity by purchasing homes, revitalizing neighborhoods and investing in new businesses.

Choosing Grand Rapids will not only ensure a successful event for your organization – it will help reinforce and solidify the political and social power of our Latino population.

### A growing Latino influence.

- Grand Rapids' Latino population is currently 13% – an increase of 175% over the past decade.

- Hispanic students represented 24% of the total enrollment of Grand Rapids Public Schools in 2003 – an increase of 7% from just five years earlier; 6,000 students in the school system speak English as a second language.
- More than 1,000,000 Hispanics own Michigan businesses; some of them exhibit at the annual Hispanic Business Expo held by the 100-member West Michigan Hispanic Chamber of Commerce.
- West Michigan's Latino community mounts a number of annual celebrations, including the Mexican Independence Festival, the Latino Art & Film Festival and the Hispanic Festival – the region's largest ethnic festival, now in its 28th year.



Grand Rapids ...  
you'll get hooked!

MeetGrandRapids.com



- In 2005, the Grand Rapids Community Foundation awarded a \$100,000 grant to renovate and expand The Hispanic Center of Western Michigan, which has served the community since 1978.
- The region boasts four local Hispanic newspapers, three radio stations and four cable TV shows.
- *USA Hispanic* magazine has honored San Chez, a downtown tapas bistro, as one of the 50 best Hispanic restaurants in the U.S.

**We'll roll out the red carpet for you.**

Our Grand Response™ team is devoted to providing top-flight service ... for groups of *any* size. We can help you find the perfect venue and plan the perfect event.

*"I was impressed with the friendliness and cleanliness of the city and it offered several culturally diverse activities. I give the experience 5 Stars."*

Ms. Melanie Dungan

National Farmers Organization



**Grand Rapids**  
Michigan's West Coast

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