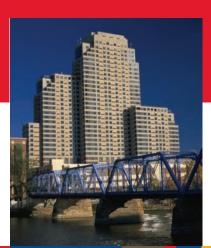


An Insider's Look

Every community has its own vocabulary - the names and places that make it feel like home. Here's an insider's look at the history, culture and special character of a place called West Michigan. By the time you're done reading, you should be able to find us on The Mitten, name some of our beautiful beaches and local celebrities, describe the function of the Fish Ladder, and identify why dentists have a special place in their hearts for Grand Rapids. For extra credit: what world-famous architect designed our downtown amphitheatre?







AGF 30

About half of us in West Michigan are under it. Which raises our hipness quotient and provides employers with a steady supply of skilled, energetic workers.

AMERICAN PIE

This raucous teen hit was written by an East Grand Rapids High School graduate and supposedly based on his experiences there. For instance, the kids go to East Great Falls High School. The hot dog shop they frequent, Dog Years, is actually called Yesterdog and is located in the alternative Eastown area just west of East Grand Rapids. Local teens have spent many hours trying to find all the references to their hometown.



See also: Fastown

ARENA

The 12,000-seat Van Andel Arena is home to every possible type of live entertainment, including monster trucks, ice shows and indoor motocross. In recent years, the Arena has hosted the national tours of:

■ Elton John

- The Who
- Kenny Chesney
- Prince

- Neil Young
- The Eagles
- Eric Clapton
- Faith Hill

- Bob Seger
- Blue Man Group
- Cirque du Soleil
- Hannah Montana

See also: Sports Teams





ART

Visual Arts. Performing Arts. Insider and Outsider Arts. We've got 'em all.

Some of our more noteworthy cultural happenings have included an exhibit of Frank Lloyd Wright leaded-glass windows and the first-ever showing of artworks by Perugino – a contemporary of Michelangelo – at Grand Rapids Art Museum (GRAM) and the only U.S. showing of the Dead Sea Scrolls at the Public Museum.

In addition to traditional museums with substantial collections, West Michigan has a lively underground fine arts scene, with galleries in downtown Grand Rapids and several other communities. The Urban Institute for Contemporary Arts, a dynamic, multidisciplinary laboratory for the advancement of contemporary art, offers visual art, music, film, literature, dance and performance art, featuring local, national and international artists. Film-lovers look to UICA for foreign and indie films – 80 annually.

We also have a vibrant performing arts community, anchored by three well-regarded regional theatres and several other more specialized companies bringing productions to inspire audiences virtually every weekend. Opera Grand Rapids is Michigan's longest-running professional opera company; The Grand Rapids Symphony Orchestra is recognized as one of America's leading regional orchestras; and the Grand Rapids Ballet Company, Michigan's only professional ballet company, recently opened a \$6.2 million Leadership in Energy and Environmental Design (LEED)-certified theatre on the south end of downtown Grand Rapids.

See also: Film, GRAM, Museums, Sculpture







When the weather gets hot and the swimsuits come out, there is no better place to be than at a beach on Lake Michigan, just a half-hour drive from downtown Grand Rapids. Spend the afternoon bronzing in the sand in Grand Haven, catch a bite to eat at any of the many beachside restaurants and then watch the sunset on the famous pier. Or while away the day on the beach at Muskegon's Hoffmaster State Park or Holland's State Park with its famous red lighthouse. Insiders love Holland's Tunnel Park beach for the privacy afforded by its location amidst the dunes. Next morning, head to Saugatuck/Douglas for Oval Beach, one of the area's finest. Cool off at the swanky art galleries and antique shops that have made this prototypical beach town famous with Chicagoans. Be sure to stop for giant waffle cones at any of these beach towns.



BIG LAKE, THE

West Michigan has lakes. Boy, do we have lakes. Everything from lakes that are really oversized neighborhood ponds to large, multi-sport recreational lakes. But there's only one "Big Lake." Lake Michigan – the 6th largest freshwater lake in the world and more like an inland sea. With its 1,660 miles of shoreline, freshwater dunes and pristine beaches, it is at the center of our West Michigan way of life.

See also: Beaches, Lake Effect



Beer enthusiasts know that West Michigan is home to some world-class brews. In

downtown Grand Rapids, microbrewer Founders Brewing is housed in an old trucking facility. Our oldest brew-pub, Grand Rapids Brewing Company, was once the largest producer of beer in West Michigan (until Prohibition shut them down).

Over on the lakeshore, there's New Holland Brewing Company in a handsome 1927 tavern in the charming downtown retail district. A little farther south, Saugatuck Brewing Company serves the crowd-favorite, Oval Beach Blonde Ale, which pays tribute to a spectacular local beach, Oval Beach, rated "One of the Top 5 Most Beautiful Beaches in the U.S." by MTV (and they should know).

See also: Beaches



CALDER, THE

This is what we non-French-speaking folks call *La Grande Vitesse*, a giant bright-red outdoor sculpture by Alexander Calder that graces a plaza in the heart of downtown Grand Rapids. Towering over many public festivals and events, The Calder has become the iconic image for the city and is featured on all its downtown signage.

CELEBRITIES

Aside from President Gerald R. Ford, West Michigan claims quite a few celebrities. Here's a selection of some of our favorite sons and daughters:

- Astronaut Roger B. Chaffee
- X-Files Special Agent Gillian Anderson
- Filmmaker Paul Schrader
- CBS Correspondent Martha Teichner
- Children's Book Author Chris Van Allsburg
- Champion Boxer Floyd Mayweather, Jr. (and Sr.)

See also: Polar Express

- Recording Artists DeBarge Family
- Marathoner Greg Meyer
- Comedic Actor Andy Richter
- Red Hot Chili Pepper Anthony Kiedis



CLUBS

We're not talking about country clubs here...although if you're so inclined, we offer golfers some of the best links in the country. We're talking nightlife, the kind that happens in the many nightclubs and wine bars that are popping up all over the metropolitan area. From pricey Bordeaux-by-the-glass to home-brewed ales. West Michigan offers plenty to keep thirsty night owls happy.

See also: Breweries

COTTAGES

From original log cabins to trophy mansions, we call our second homes "cottages." People who have them complain about all the unwanted guests, wet towels and extra work; people who don't have them...well...want them.





CREATIVE CLASS/COOL CITY

We're the ones the pundits and scholars are talking about when they describe cities that are reinventing themselves by attracting young, well-educated knowledge workers. Grand Rapids ranked in the top 50 Creative Class communities in Richard Florida's The Rise of the Creative Class. As a result, Grand Rapids has been awarded major grants as part of Michigan's Cool City initiative.

DOG PARKS

Back in the day, we were called the "city of churches." Since then, we have really gone to the dogs. Almost everyone's got one. To give city dogs some room to move, West Michigan offers plenty of cool, fenced-in dog parks, where you and your best friend can exercise (and socialize) with your peers. Just a few: Shaggy Pines in the metro area, Lowell Dog Park about 15 minutes to the east, Ottawa County Dog Park in Holland and Tails and Trails in the beach community of Saugatuck.





EASTOWN

For decades, Eastown has been the epicenter of Grand Rapids' alternative scene. On any given morning, you can find a good selection of the city's movers-and-shakers,

young entrepreneurs and students meeting for coffee and a quick bite at one of its trendy coffee shops and unique restaurants. Suburban moms enjoy afternoons shopping in the local boutiques, finding vintage clothes, antiques and metaphysical offerings. Later, the area comes alive with nightlife...check out a Mulligan's Stew (of the potent flaming liquor variety), live music and late-night hot dogs.

See also: American Pie, Clubs

ETHNICITY

West Michigan is home to a tremendous array of shops, restaurants, religious institutions and newspapers that cater to our growing ethnic populations. Although we were settled by Dutch immigrants back in the early 19th century, today this is home to growing numbers of people of African, Asian, Ethiopian, Latino and European origin.

FARMER'S MARKET(S)

Since 1922, The Fulton Street Farmer's Market has offered locally grown fruits and vegetables, plants and home-made arts and crafts. Beat the crowds and get first pick of the freshest goods by coming early on Saturday mornings. Good spot to pick up a fellow foodie and show your commitment to "buying and eating local."

Fulton Street is the oldest, but by no means the only, farmer's market. Almost every outlying community with an agricultural base – including Ada, Coopersville, Grand Haven, Holland, Lowell and Rockford – offers shoppers a venue for delicious homegrown fruits and veggies – many of them organically grown. This may be what inspired Gerber in Newaygo County to start producing organic baby food. Folks up there are also making artisan mozzarella from water buffalo. *Really*.



FFRRIFS

Headed to Wisconsin? Save time and avoid Chicago traffic by grabbing the high-speed Lake Express ferry from Muskegon to Milwaukee. The trip takes only 2-1/2 hours and is a fun way to experience Lake Michigan up close and personal. Bring your car or motorcycle and a deck of cards. For the more traditional, the 410' SS Badger, a refurbished vintage ferry, offers daily sailings between Ludington, Michigan and Manitowoc, Wisconsin.

FESTIVAL(S)

Every year, over the first full weekend in June, over half a million people gather up on closed streets in the heart of downtown. If your feet get tired from all that finger-snapping and toe-tapping, you can always take a break for souvlaki or satay.

Festival is the big one, but we've also got ethnic festivals, neighborhood festivals, festival on the waterfront in Grand Haven. You could probably hit a festival (or two)

FILM

West Michigan is rapidly becoming a center for independent filmmaking. The West Michigan Film and Video Alliance now has almost 200 members, brought together by their passion for this dynamic and accessible art form. With a wellrespected indie film festival in Saugatuck and the Tulipanes Latino Film Festival in Holland that showcases feature-length, documentary, and short films about Latino life, film-lovers have a lot to love about West Michigan.

FISH LADDER

One of Grand Rapids' most popular (and weirdest) attractions, this monumental outdoor sculpture enables fish to bypass the Sixth Street dam on their journey up the Grand River toward Lansing. A specially designed viewing structure allows visitors to watch the fish as they "climb" the ladder.



See also: Sculpture



FIVE DIAMONDS

There's only one AAA Five-Diamond restaurant in the whole state of Michigan, and it's in downtown Grand Rapids. The 1913 Room is the crown jewel of the local dining scene, but we have hundreds of restaurants serving every type of cuisine from Ethiopian to Asian Fusion.

FLUORIDE

In 1945, Grand Rapids became the first city in the world to fluoridate its drinking water. Within 11 years, the cavity rate among Grand Rapids children dropped more than 60 percent. In 2007, on the banks of the Grand River, the city unveiled *Steel Water*, a bright-blue 33' tall monument to community water fluoridation.

FORD, GERALD R.

To the rest of the world, he's America's 38th President. To Grand Rapids, he's our Favorite Son. Ford represented West Michigan in Congress 13 times before joining the presidential ticket with Richard Nixon. When he died in December 2006, the entire community mourned, lining city streets to salute his flag-draped coffin on its way to the burial service at Grace Episcopal Church in East Grand Rapids. One of Ford's last public appearances in Grand Rapids was July 30, 2003, when 10,000 people turned out for his 90th birthday party on the lawn of the Gerald R. Ford Museum. He is buried next to his museum on the banks of the Grand River in downtown Grand Rapids.

See also: Celebrities, Museums

FRANK LLOYD WRIGHT HOUSE

Looking for something to do on a lazy Sunday? Check out a piece of architectural history at the Frank Lloyd Wright Meyer May House in Grand Rapids' gorgeous Heritage Hill district. Perfectly restored, the house can be toured with Wright docents.

See also: Heritage Hill



FURNITURE CITY

In the 1880s, Grand Rapids began to be known as the nation's Furniture City, with 44 companies producing highly crafted residential furniture. Today, we're still producing furniture for offices and homes, and the world's Top 3 office furniture companies are located in West Michigan.



GARDENS, THE FREDERIK MEIJER

conservatory and sculpture park featuring the work of over 30 renowned artists. waterways, meandering paths and quiet (except for the birds) wooded walkways.

Come see why Former President Jimmy Carter proclaimed FMG "a national treasure" and why it ranks as one of the 10 best sculpture parks in the world. Plan to spend the day, especially if you have kids, who will love the charming

GRAM

The brand new Grand Rapids Art Museum, located adjacent to Rosa Parks Circle, is much more than a spectacular space to showcase the museum's standing collection and traveling exhibitions. It's also the world's first LEED-certified art museum. From its glazed skylights to its recycled-water system, reforested wood floors and high-efficiency infrastructure, the entire building embraces environmentally sensitive standards.

Inside, visitors can enjoy a variety of traditional and contemporary works displayed in soaring, light-filled galleries. Oh, and there's a great museum shop, filled with cool gifts.

See also: Green, Rosa Parks Circle, Sculpture



GREEN

It's a fact: Grand Rapids is going green. We now have the country's highest number of LEED-certified buildings per capita, with ratings from the U.S. Green Building Council for energy efficiency, superior indoor air quality, and reduced greenhouse gas emissions.

We also have green design firms, homes built with green materials, and corporations that have made sustainability a priority. We even offer one of the country's first Sustainable Business degrees (Aquinas College).

That's a mouthful, but what it means is that our communities – from elected officials on down – are leading the rest of the country in sustainability and energy independence.

See also: GRAM

HEARTSIDE

The Heartside Business District calls itself "the heart of Grand Rapids." It's home to the Van Andel Arena and the surrounding nightlife, a unique historic turn-of-the-century commercial district, and block after block of funky shops, galleries and ethnic restaurants. Heartside also offers some of the hippest housing choices in town.



HERITAGE HILL

Located within walking distance of downtown, some 1,300 of the most beautiful, classic architectural styles, most of them Victorian. When begin to bore you, a self-guided tour of Heritage Hill will surely re-inspire your inner architect.



HIGHER ED

Aguinas College, Calvin College, Cornerstone University, Davenport University, Ferris State University. Grand Rapids Community College. Grand Valley State University. Hope College. Kendall College of Art and Design. Kuyper College. Muskegon Community College. Thomas M. Cooley Law School. Western Michigan University, Need we say more? Whoops, we almost forgot the Michigan State University Medical School, scheduled to open on the Medical Mile in Fall 2010.



HORSE, DA VINCI

More than 500 years ago. artist/sculptor Leonardo da Vinci designed the world's largest equestrian sculpture, which later crumbled before it was cast. Artist Nina Akamu has recreated the sculpture with two identical horses: one in Milan. Italy and the other in Grand Rapids. The majestic, 24' tall bronze horse is now a highlight of the Frederik Meiier Gardens, where it towers over delighted visitors.

See also: Gardens

INDIAN MOUNDS

Tucked away off I-196, inside the boundaries of Millennium Park on Grand Rapids' West Side, you'll find 17 prehistoric mounds containing artifacts from the Hopewell peoples, who summered on the banks of the Grand River between 10 B.C. and A.D. 400. Artifacts from the Mounds can be viewed at the Van Andel Museum Center.

See also: Millennium Park

KITES

We've got an avid bunch of kite-lovers here. Every May, they hold the Great Lakes Kite Festival at beautiful Grand Haven State Park. If you're lucky, you can catch the Giant Octopus and Trilobite kites, which are over 90' long.

LAKE EFFECT

West Michigan kids love this term because it often means a day off from school! Here's a very brief, layperson's definition of the meteorological phenomenon behind some of the winter's heaviest storms: cold winds howl across the warm Lake Michigan waters, picking up water vapor and depositing it on land as very intense bands of snow. The record for monthly snowfall in Grand Rapids was broken in February 2007 with 33.6 inches. *True West Michiganders live for this*.





LIGHTHOUSES

West Michigan has 3 scenic lighthouses that date back to the mid-to-late 1800s: Holland, Grand Haven and Muskegon. Along the entire Lower Peninsula, there are 29 lighthouses, each historically significant and architecturally unique.

MEDICAL MILE

This billion-dollar section of Michigan Street is transforming the heart of downtown Grand Rapids into a world-class health care destination. It is home to most of the area's premier clinical and research institutions, including Spectrum Health, the Meijer Heart Center, Van Andel Institute for cancer research, the future Secchia Center of MSU's College of Human Medicine, Grand Valley State University's Cook-DeVos Center for Health Sciences and the Helen DeVos Children's Hospital. Other top-flight health care facilities in the area include Metro Health Hospital, St. Mary's Hospital and Holland Hospital.

Head trauma, hernia or heart attack, you're in world-class hands in West Michigan. We are even regarded as a center for leading-edge, holistic medicine.



MILLENNIUM PARK

Millennium Park is a unique, ambitious project which is returning approximately 1,500 acres of industrial land to urban green space. Once its Master Plan is complete, the park will be nearly 2-1/2 times larger than New York's Central Park – making it one of the nation's largest urban parks. The park is located along the Grand River, spans across 4 communities and features a kid-friendly Splash Pad, swimming beach, picnic areas and miles of hiking and biking trails. Large areas of the park are devoted to protected habitat for native plants and wildlife.

MITTEN. THE

Lots of Michiganders revert to their childhoods by referring to their home state (the lower part, anyway) as a "mitten." To show where we live in West Michigan, we hold up our right hand (palm outward) and point to the spot about 1" down from the base of the ring finger. To our knowledge, no one has yet come up with a visual mnemonic for the Upper Peninsula. *Suggestions welcome*.



MUSEUMS

Museums for traditional arts, contemporary arts and for kids. Museums for people interested in the natural history of West Michigan (including a planetarium). Even an official presidential museum, with complete Oval Office and Cabinet Room, for Gerald R. Ford. We're fast becoming a destination for culture vultures from around the globe.

See also: Art, GRAM, Gerald R. Ford



OX-BOW

Ox-Bow School of Art (an affiliate of the Art Institute of Chicago) and its artists' colony have served as a haven for visual artists since 1910. Founded on the shores of Lake Michigan near Saugatuck as an escape from the city, Ox-Bow's campus encompasses 115 acres of pristine natural forests, dunes, a lagoon and historic buildings. It is both defined and protected by the landscape that inspires the artists who live and work here.

PHILANTHROPY

Greater Grand Rapids is ranked as the country's 2nd most-philanthropic metropolitan area. Just look around our communities. Hospitals, hotels, museums, theatres, convention center, arena – the force behind all of them is the exceptional generosity and foresight of our local business leaders.

POLAR EXPRESS

Chris Van Allsburg, the world-renowned author of literary and cinematic blockbusters like The Polar Express and Jumanii, grew up in East Grand Rapids. His street looked like the street on the cover of The Polar Express and a film crew actually shot footage of that street for the film.

Until 1985, Chris' mother owned Jersey Junction, a wildly popular ice cream parlor in East Grand Rapids, Stop in for a rich, sloppy sundae and check out old photos of the Reeds Lake amusement park and the Van Allsburg family.

RIVER BANK RUN

30 years. 30 races. This is the granddaddy of 'em all. Along about March, you'll begin to see intrepid road warriors take to the streets in preparation for the largest 25K road race in the country, held annually in May. We also now have a full marathon, the Grand Rapids Marathon, which is attracting serious runners from around the world.

ROSA PARKS CIRCLE

This popular gathering place was designed by Maya Lin, the world-renowned architect and sculptor who is responsible for the Vietnam War Memorial in Little-known fact (even to natives): under the ice are 166 fiber-optic lights that represent the midnight sky as it looked above Michigan on January 1, 2000.

During the summer, Wednesday nights at the Circle are dedicated to free Blues on the Mall concerts that draw everyone from office workers to Harley riders. Not to mention office workers who are also Harley riders.

SCULPTURE

There is so much spectacular sculpture in the metropolitan area that enthusiasts have developed an entire website devoted to it: **sculpturesitesgr.org**. From the website: "The Greater Grand Rapids area has quietly built an impressive collection of modern and contemporary sculpture over the course of the last 30

contemporary sculpture over the course of the last 30 years. World-renowned masters from Auguste Rodin to Alexander Calder, Mark di Suvero to Maya Lin, Clement Meadmore to Henry Moore have become a part of the cultural patrimony in a variety of public sites and collections."

Go there for an annotated catalogue, then grab a camera and see how many hidden treasures you can spot on a sunny Saturday afternoon.

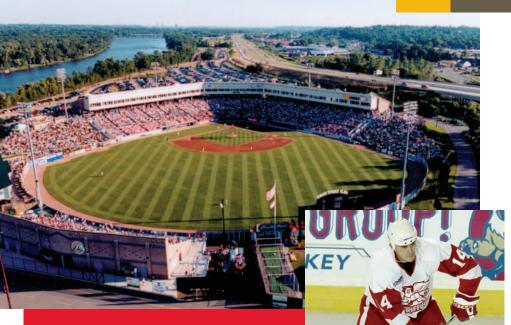
See also: Calder, Gardens

SKATEBOARD PARKS

West Michigan has an amazing collection of challenging indoor and outdoor skate parks and street courses. 8 at last count, but the number changes all the time. Which means we've also got a dedicated community of skateboarders who feel passionately about their sport. *Grab your board and head out for some vert.*







SPORTS TEAMS

From stellar collegiate to semi-pro, West Michigan is home to more sports teams than you can possibly see in a year. In the fall, check out the reigning D2 football national champions, the Grand Valley State Lakers, or the nationally ranked Hope College men's soccer team. Then, when the lakes freeze over, cheer on the Grand Rapids Griffins

(affiliated with the Detroit Red Wings) hockey team. If you're still craving more, the Grand Rapids Rampage arena football team and the West Michigan Whitecaps AAA baseball team (affiliated with the Detroit Tigers) will satisfy your need for hard hits and home runs.

STATUS CHAIRS

Every cool office on TV and in the movies has at least one. Aeron® and Eames® (Herman Miller), Leap® (Steelcase), Zody® (Haworth)...stylish yet ergonomic, these popular designs have become pop culture icons. Because of the multitude of furniture design opportunities all over West Michigan, we've attracted the industry's best and brightest for over a century. To provide local employers with skilled, talented professionals, Kendall College of Art and Design in downtown Grand Rapids offers degree programs in both Industrial and Furniture Design.



TRAFFIC

Many of our businesses and neighborhoods share the same city block, so lots of us walk and bike to work. And when 75% of Greater Grand Rapids commuters get to work in 30 minutes or less...what traffic?



TRAILS

West Michigan is criss-crossed by hundreds of miles of paved and unpaved biking and hiking trails. There are dozens of wooded parks filled with trails, and we've preserved miles of unused railroad lines by transforming them into paved trails. They're relatively level with no sharp turns, so strap on your rollerblades! There's no better way to experience the countryside up-close and personal.

TULIP TIME

Every spring, hundreds of thousands of people – busloads, in fact – descend on the charming lakeside town of Holland to celebrate the community's Dutch heritage. Residents have planted millions of tulips along city streets, and participate in daily activities including authentic Klompen dancing, costumed street sweepers, Dutch treats and free concerts.



UP NORTH

"We went Up North this weekend." "I met my wife Up North." "I wish I could spend all summer Up North." Depending on whom you talk to, Up North begins somewhere around Cadillac and ends at Copper Harbor in the Upper Peninsula. It's where Michigan people go to de-stress by communing with unspoiled nature. While there, they also find time to snowmobile, ski, sail, stargaze, scuba, sightsee, shop, and practice their swing at some of the nation's best golf courses. Who knew there was so much fun "S" stuff to do up there?

WEATHER BALL

The Weather Ball is a 64-ton, 125' tall futuristic steel structure with a neon ball on top that forecasts local weather 24 hours a day. From 1967 to 1987, it sat on top of the former Michigan National Bank in downtown Grand Rapids. In 2003, the ball was rescued from its ignominious grave at a Kalamazoo scrap yard, rebuilt and relocated to the WZZM TV station on the north side of Grand Rapids.

Most older Grand Rapids natives are familiar with this catchy rhyme:

Weather ball red, warmer weather ahead. Weather ball blue, colder weather in view. Weather ball green, no change foreseen. Colors blinking bright, rain or snow in sight.





WEST COAST (AKA THIRD COAST)

Because of our spectacular shoreline, people often refer to the area as Michigan's West Coast, or sometimes, the Third Coast. Less traffic, no salt.

WINES

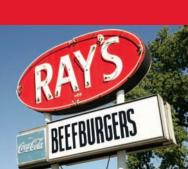
Allegan County, just southwest of Grand Rapids, produces award-winning wines from grapes that are nurtured by the light, beach-like soils and lake effect climate. Wine lovers can follow the Lake Michigan Shore Wine Trail that winds through scenic rolling hills and valleys. Stop at one – or all – of the 11 wineries along the route for Chardonnay Reserve or Sparkling Riesling.

ZOO

The John Ball Park Zoo offers visitors over 1,100 animals from around the world (and that's not even counting the squirrels and chipmunks). Warthogs, chimps, stingrays, penguins – and our favorite, the capybaras, which are giant, winsome guinea pigs from South America. Try to forget they eat them in Ecuador.







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