

Ten biggest Detroit events this year coming to Cobo Center

Ten of the largest events planned this year in Detroit will take place in Cobo Center. Here they are ranked by estimated direct spending in millions of dollars along with projected attendance as reported March 13 by Crain's Detroit Business:

Event	Attendance (est.)	Arrival date	Spending
National Baptist Convention USA	25,000	June 17-27	\$76.10
Evangelical Lutheran Church in America	36,000	July 10-21	\$35.00
USA Volleyball	10,000	May 16-28	\$17.00
Midwest Media Expo	20,000	April 9-13	\$8.00
American Society of Association Executives	7,000	Aug. 4-13	\$7.00
Pentecostal Assemblies of the World	6,000	July 25-Aug. 1	\$6.90
Youmacon	14,000	Oct. 29-Nov. 2	\$6.20
Shell Eco-marathon	32,500	April 6-14	\$6.00
Automotive Service Association	6,000	July 17-28	\$4.20
SAE International	12,000	April 14-26	\$4.10

Source: Detroit Metro Convention & Visitors Bureau

Cobo continues its long-standing sports tradition



USA Today named Detroit "Best Sports City in the US" and Cobo Center plays a large role in that designation as a long-time sports host. Former Mayor Dave Bing played basketball with the Detroit Pistons from 1966-75 at Cobo. It also hosted the NCAA Men's Division Indoor Track and Field Championships from 1965-81.

More recently, Cobo hosted boxing matches, Olympic fencing trials, gymnastics, US Junior Olympic events, women's roller derby and serves as the host site for several marathons annually.

Adding to that list this year, the USA Volleyball Championships, one of the largest national championships in any sport in the United States, will be held in Cobo May 22-27, and bring \$17 million to the local economy. The event will return to Cobo Center in 2018 and 2019.

COBO RAISES SUSTAINABILITY BAR



The goal of creating sustainable operations in Cobo Center was set by the Detroit Regional Convention Facility Authority (DRCFA) in 2009 during its original strategic planning session. Cobo began working with the Smart Buildings Detroit Program, incorporating overall energy improvements into the \$279 million, five-year renovation with the help of the Michigan Economic Development Corporation. Insulation, lighting con-

trols, restructured loading docks, energy saving elevators, efficient heating/ventilation equipment and a living Green roof were some of the physical plant improvements.

In 2011, Cobo Center became the largest Green Venues Michigan certified facility in the state after implementing additional recycle, reuse and reduce measures to divert trash from landfills.

By diverting trash that was not recycled to Detroit Renewable Power, Cobo became a landfill-free facility in 2013, and all non-recycled trash is now converted to steam power used by business including Cobo in the downtown Detroit area.

Detroit EcoWorks named Cobo Center a Sustainable Communities Champion in 2014 for helping to "set an example for what we can accomplish when we unite as a region" in sustainability efforts and showing everyone that comes to the center "what green renovation can do."

This year Cobo will apply to the Convention Industry Council for a venue certification of its APEX/ASTM Environmentally Sustainable Meeting Standards. The APEX standards are the industry's first and only comprehensive standards for environmentally sustainable meetings.

"The application for the APEX venue certification is the next logical step for our Green Committee," said Claude Molinari, assistant general manager of Cobo Center and regional operations director of SMG. "It will organize us in a way that we can offer events coming to Cobo Center, processes and procedures that will give them measured outcomes for recycling and waste stream diversion."

Cobo is working hard to uphold sustainability standards. If you notice any deficiencies in Green venue efforts, please report them to the chairman of the Cobo Center Green Committee, Cedric Turnbore: cturnbore@cobocenter.com

What's In Sight Must Be Right

Congratulations to Kristin Shaw, Cobo's new video board program coordinator. Kristin came on board full time this month after a six-month internship with Cobo as a recent Wayne State University grad. Welcome aboard!

Welcome our new partner "My Green Michigan," Cobo Center's new composting partner. MGM will be providing employee training, carts, signage, and compost pick up to support Green events in Cobo. Good green fun in Cobo Center!

Special recognition goes to the Cobo Production Services team who not only set up every piece of staging and seating inventory in Cobo for MACUL and the 2015 UAW Collective Bargaining Convention last month, they changed room set ups over and over throughout the week of March 19-26 when the events ran concurrently. What's in sight was right, and thank you!

