

2018 ANNUAL REPORT

Greater Lansing Convention & Visitors Bureau



INDEX

LETTER FROM THE PRESIDENT & BOARD CHAIR..... 4

BUREAU HIGHLIGHTS5

DESTINATION SALES 6

GREATER LANSING SPORTS AUTHORITY (GLSA)8

MARKETING COMMUNICATIONS10

VISITOR SERVICES.....12

MEMBERSHIP14

FINANCE & ADMINISTRATION15

TEAM LANSING FOUNDATION16

2018 COMMITTEES/BOARD 17

GLCVB STAFF18

"The mission of the GLCVB is to promote the region as a visitor destination to impact the area's economy."

LETTER FROM THE PRESIDENT & BOARD CHAIR

The following pages highlight the Bureau's accomplishments throughout 2018 and provide an informative look into our organizational mission—to promote the region as a visitor destination to impact the area's economy.

THE FUTURE IS BRIGHT FOR GREATER LANSING

Michigan's Capitol region is coming off another very successful year. Visitation to the community is up, development projects are being announced throughout the community and the future has never looked brighter.

What are the key indicators of success? There's a vibrant nightlife and entertainment corridor growing along Michigan Avenue. Several new restaurants, craft breweries and distilleries have sprung to life, and we're utilizing the riverfront more with numerous exciting developments planned for 2019. Add to that hundreds of guestrooms worth of new hotel product in the region and you have the recipe for a stronger, brighter Greater Lansing.

For the eighth consecutive year the GLCVB destination sales department exceeded its room night goal and the Greater Lansing Sports Authority once again broke the century mark for events hosted. The region experienced a 62.8 percent occupancy rate for 2018, and overall demand increased to over 1,037,000 room nights.

Our visitors have taken notice of this renaissance, and that builds future visitor demand. In fact, according to research conducted by the Northstar Group, among visitors who changed their perception of the Lansing region after visiting, 95% were more positive. The community is seen as vibrant, friendly, helpful and accommodating. Visitors see and experience firsthand the redevelopment and are pleasantly surprised by the variety of restaurants, fun nightlife, unique shops and things to explore. This shared success is a victory for the entire hospitality community and truly shows the commitment and dedication of our CVB members, hospitality partners and community stakeholders.



JACK A. SCHRIPEMA, CTA
President & CEO



KENRIC HALL, CTA
2018 Board Chair

2018 BOARD OF DIRECTORS

KENRIC HALL, CTA
Chair; Radisson Hotel Lansing
at the Capitol

REBECCA SELESKY
Vice-Chair; Kellogg Hotel & Conference Center

ERIC SUDOL, CTA
Secretary/Treasurer; East Lansing Marriott
at University Place

DOROTHY E. MAXWELL, MPA, CTA
Past-Chair; Max Weingar Group

CINDY BOWEN, CHA, CTA
Crowne Plaza Lansing West

MICHAEL BRAND
Wharton Center for Performing Arts

THOMAS M. COLLINS
Traverse City Leasing, Inc.

KELLIE DEAN
Dean Transportation/Dean Trailways

BARRY FREED, CTA
Art Craft Display, Inc.

RYAN SEBOLT
Ingham County Commissioner

AIMEE WRIGHT, CTA
Quality Suites Hotel

87,487 SECURED
HOTEL ROOM
NIGHTS

\$602 million
ECONOMIC
IMPACT
IN REGIONAL TOURISM

62.8% HOTEL
OCCUPANCY

455 CERTIFIED
TOURISM
AMBASSADORS

77% CTA PROGRAM
RENEWAL RATE

522 GLCVB
MEMBERS

230 GROUPS
SERVICED

DESTINATION SALES

Working in conjunction with local hotel and meeting facility partners, the goal of the destination sales team is to secure meetings, trade shows, conventions and special events in Greater Lansing.

MEET IN THE 517

The GLCVB destination sales department created an open forum for idea sharing of best practices for event planners across the state. Known as the 517 Coffee Connection, this private Facebook group, which has grown to over 100 members, also meets face-to-face monthly to discuss key topics at different locations throughout the Capital city. Facilitated and led by the GLCVB sales team, this group saw significant growth in sharing, learning, and strengthening of key meetings relationships in 2018. State association professionals leave the get-togethers energized, educated and inspired and the Facebook forum has become a hot spot for event recommendations, a place to post videos and photos and even share job postings. The program has been so successful it was recently approved as an official continuing education opportunity for those seeking to earn or maintain the highly-respected Certified Meeting Professional (CMP) designation



Unique Venue Familiarization Day

Twenty-four meeting planners joined the GLCVB sales team for a day of touring, collaboration, and creative thinking in some of Greater Lansing's more unique team-building venues.



Sales & Services Collaboration with the Lansing Center

Customer satisfaction surveys from group planners utilizing the Lansing Center revealed that 98% felt the convention facility either "meets or exceeds" their expectations.



Community Champions Revitalization and Growth

Sales managers worked in tandem with MarCom to promote the Community Champions program through local media buys and presentations to businesses and organizations.



Partner "Meet & Eats" Program

Hotel partners gathered for discussion of current industry trends and to identify areas of community growth and possible future engagement.



Monthly Partner Meetings

Community partners and stakeholders met monthly to hear professional presentations on industry issues such as: human trafficking, managing workplace stress, and positive selling tactics.

54,357 SECURED
HOTEL ROOM
NIGHTS

455 NEW CONVENTION
EVENT OPPORTUNITIES
SENT TO PARTNER HOTELS

KEY GROUPS BOOKED IN 2018 FOR FUTURE EVENTS INCLUDE:

- Michigan Dental Association
- Michigan Association of School Boards
- Michigan Department of Corrections
- MSU Science Festival
- Michigan Reading Association
- Heartland Travel Showcase
- Michigan Veterinary Medical Association
- Michigan Science Teachers Association
- Michigan Association of Counties
- YMCA Michigan Youth in Government
- Michigan Creativity Association—Destination Imagination
- MSU College of Agriculture and Natural Resources MSU Fall Extension Conference

GREATER LANSING SPORTS AUTHORITY

The mission of the Greater Lansing Sports Authority (GLSA) is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region.



IGNITE THE FUTURE

A new era in sports for Michigan's Capital region was announced in October of 2018. Representatives from the city of Lansing, USL League 1, the Lansing Lugnuts, LEPPA and the Greater Lansing Sports Authority took turns addressing the crowd to announce the only professional soccer team for the state of Michigan, Lansing Ignite.

The Greater Lansing Sports Authority was a key catalyst to landing this franchise due to significant efforts up-front bringing local entities together and leading the charge to sell the league on the Greater Lansing community. "Greater Lansing has a real passion for sports," said Mike Price, Executive Director of the GLSA. "The launch of Lansing Ignite brings even more great sports energy into this market and will absolutely serve as a spark for further growth of downtown Lansing and beyond."

Lansing Ignite's first home match will be April 13, 2019 at Cooley Law School Stadium.

103 EVENTS

66,085 ATHLETES

319,998 SPECTATORS

33,130 TRACKED HOTEL ROOM NIGHTS

BELOW IS AN EXAMPLE OF EVENTS THE GLSA HELPED COORDINATE IN 2018:



USA High School Clay Target League Championships



STUNT Nationals



NUWAY Nationals



PDGA United States Disc Golf Championships

MARKETING COMMUNICATIONS

Marketing Communications (MarCom) seeks to convey the Greater Lansing message to the convention and tourism industry, as well as to increase awareness of tourism and its impact on the local economy.

FORWARD FOCUSED MARKETING

To remain top-of-mind, marketers must be increasingly innovative both with their content and in their delivery methods for that content. The GLCVB has responded to this trend through our dynamic use of video. As visitors and event planners have come to expect to see a visual representation of a destination; the MarCom team created numerous custom videos resulting with the GLCVB's YouTube channel generating over 12,000 views. The team completed nearly 60 unique customized videos for the GLSA to send to national governing sports bodies as sales pieces. Additionally, custom videos were produced for event planners explaining the GLCVB services process and the Community Champions program. Promotional videos for Be A Tourist in Your Own Town and March Magic Hoopfest saw air time to generate attendance for those special events. On the lighter side, viewers got to experience the Legend of Forrest Gulp, designed to promote the Greater Lansing Makers & Shakers—Beer, Wine and Spirits Trail. You can find the above-mentioned video clips and more at www.lansing.org/media/videos.

575,634 WEB
HITS

67,347 BLOG
VIEWS

3,915 INSTAGRAM
FOLLOWERS

22,103 FACEBOOK
FOLLOWERS

529,104 SNAPCHAT
GEO-FILTER
IMPRESSIONS



2018 Visitor Guide

Historically the layout and design of this 80+ page magazine has been outsourced to a local creative firm but the MarCom team has brought it all in-house, saving significant funds and immeasurable time. Nearly 120,000 visitor guides were distributed in 2018, a 3.5% increase over 2017.



Be A Tourist In Your Own Town

A record number 95 attractions welcomed over 15,000 residents and visitors to the 24th annual Be A Tourist on June 2nd.



GLCVB Website—www.lansing.org

The GLCVB website saw a 15% increase in traffic over 2017, ending the year with 575,634 views. Nearly 70% of the total audience engaged with the site from a mobile device.



Social Media

Social media influence reported upward trends across the board with a nearly 30% increase of followers on Instagram, a 4% increase in followers on Facebook and a 16% increase in the use of SnapChat Geo-Filters at Greater Lansing events.

VISITOR SERVICES

Visitor Services provides assistance to those organizations that hold meetings, conventions, trade shows or special events in the Greater Lansing area.

SENSORY-FRIENDLY BREAKTHROUGH

The Lansing region prides itself on being a welcoming community and it is our goal to provide the best experience to all guests that visit. According to the Centers for Disease Control, 1 in 59 children are diagnosed on the autism spectrum. Therefore, the Greater Lansing CVB began a collaboration with regional attractions to provide a supportive and welcoming environment for those with autism spectrum disorder (ASD), developmental disabilities, sensory processing disorder, and other neuro diverse individuals and their families. Multiple attractions joined the partnership including the Wharton Center for Performing Arts, who presented a sensory-friendly performance of Disney's The Lion King last July.

Additionally, the GLCVB partnered with the Mid-Michigan Autism Association, ResidentialOptions, Inc. and Michigan State University to facilitate local trainings about ASD for front line hospitality staff, in order to further enhance the visitor experience for people on the autism spectrum and their families. Over 800 individuals have undergone the training to better meet the needs of our neurodiverse guests

800+

HOSPITALITY & TOURISM STAFF PROVIDED ASD TRAINING

2,166

WEB HITS ON SENSORY-FRIENDLY MICROSITE



Old US 27 Motor Tour

The GLCVB hosted the 12th annual Old US 27 Motor Tour in downtown DeWitt. Approximately 150 cars from around the Midwest participated in the event.



Spartan Spirit Tailgate

The GLCVB Tailgate Event was held on September 29 during the CMU game. Approximately 115 clients and community partners cheered on the Spartans..



Go Green, Go White!

The GLCVB participated in Michigan State's Green and White Days hosted by the Office of Admissions. We were able to connect with many prospective students and families about the opportunities within the community located off campus. We also promoted through MSU at New Faculty Orientation and International Student Orientation.



MAJOR EVENTS HOSTED IN 2018:

- Michigan High School Football Coaches Association—January
- Michigan Nursery & Landscape Association—January
- Michigan Veterinary Medical Association—January
- American Water Works—MI—February
- Michigan Science Teachers Association—March
- ShutoCon—March
- Michigan Safety Conference—April
- Michigan Dental Association—April
- Mid-American Christmas Tree Association—July
- MSU Department of Physics/LATTICE Conference—July
- Great Lakes Planetarium Association—October
- School Nutrition Association of Michigan—October

MEMBERSHIP

522
GLCVB
MEMBERS

MEMBERSHIP

Member Portal trainings were offered throughout the year to educate members on the functionality of the portal.

Visitor Guide ad sales generated \$110,500 with a total of 50 ads. The goal for 2018 was \$105,000.

GREATER LANSING VISITOR CENTER— EAST LANSING

The East Lansing Visitor Center is located on Grand River Avenue directly across from the Eli & Edythe Broad Art Museum and serves as a point of visitor information for visitors to the Broad as well as the many MSU students and their families. In 2018, the Visitor Center offered special events during Be A Tourist in Your Own Town, East Lansing's Great Pumpkin Walk, and East Lansing's Green Friday. The Visitor Center welcomed over 1,600 guests in 2018.



GLCVB's Holiday Showcase

Held on December 4 at the Lansing Center. Sixty-six member businesses exhibited for over 230 clients and community partners that attended. This continues to be a successful event in bringing CVB members and clients together for business opportunities.



Educational Seminars

Were offered to members and included, "How to Manage Your Online Business Reputation" by Dave Serino and "From Hashtag to Handshake" presented by generational speaker Phil Gowke.



Membership Socials

- March Madness Mixer at Quality Suites Hotel
- Annual Meeting at the Breslin Student Events Center
- Fall Mixer at Turner Dodge House

FINANCE & ADMINISTRATION

Finance directs the day-to-day financial and accounting functions. Administration provides all other departments with the support services needed to operate efficiently.

BED TAX AND MARKETING ASSESSMENT COLLECTION HISTORY 2018 TOTAL: \$6,265,778*

*This number represents collections from hotel properties in Ingham County and DeWitt, Delta and Windsor Townships. The Bureau receives 80% of the PA 263 tax collected by Ingham County properties and 100% of the PA 59 and PA 25 marketing assessments from DeWitt, Delta and Windsor Township properties.

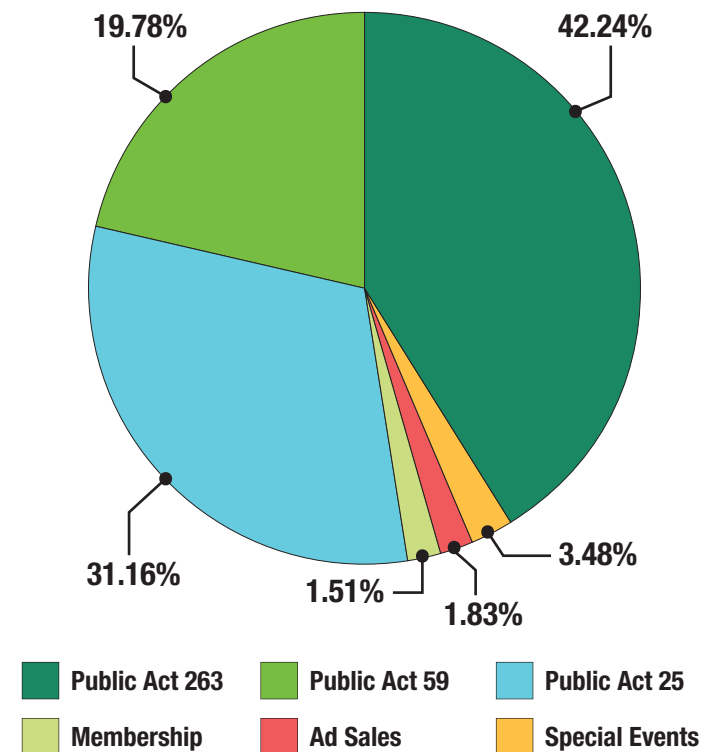
2018 REVENUE TOTAL: \$6,039,968

PA 263	PA 59	PA 25
42.24%	19.78%	31.16%
Ingham County	Delta Township DeWitt Township Windsor Township	Greater Lansing Area
MEMBERSHIP DUES	ADVERTISING SALES	SPECIAL EVENTS/MISC.
1.51%	1.83%	3.48%

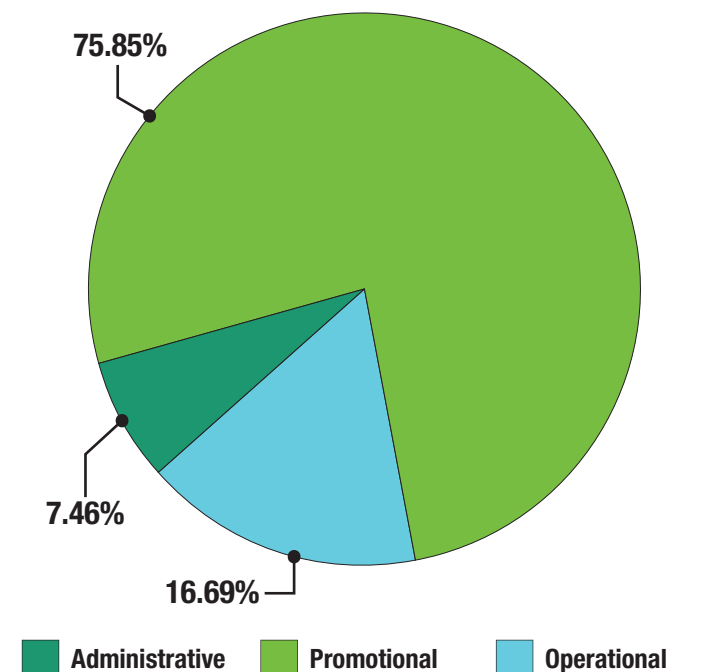
2018 EXPENSES TOTAL: \$6,113,691

ADMINISTRATIVE	PROMOTIONAL	OPERATIONAL
7.46%	75.85%	16.69%

2018 REVENUE TOTAL



2018 EXPENSE TOTAL





TEAM LANSING FOUNDATION

The Team Lansing Foundation's mission is to champion destination development through education, research, and participation with initiatives that enhance and elevate the value of the tourism assets within our community.

113 NEW CTAS ENROLLED IN 2018

10 CTA CLASSES HELD IN 2018

CTA PROGRAM (TEAM LANSING FOUNDATION)

- A total of 1,426 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in fourth quarter 2010. At the end of 2018, we have 455 active CTAs and the renewal rate for 2018 was 77%.
- CTAs participated in the GLCVB's Annual Meeting held at the Breslin Center. Joyce Grinczel, Relocation Specialist for Dart Container received the Star Award as the CTA of the Year.
- Grants were awarded to: Lansing Wayfinding Project, Wharton Center for Performing Arts (Disney's The Lion King), Happening Under the Bridge (riverfront project), Impression 5 Science Center (Amazing Dinosaurs), Riverwalk Theater, Mid-Michigan Autism Association (sensory toolkits). The pedestrian wayfinding project was completed in downtown Lansing.
- The TLF partnered with the Capital City River Run to raise funds to support development grants within the community.

2018 FINANCE COMMITTEE

Eric Sudol, CTA

Chair East Lansing Marriott

Barry Freed, CTA Art Craft Display, Inc.

Michael Brand Wharton Center for Performing Arts

2018 JOINT LODGING ADVISORY GROUP

Cindy L. Bowen, CHA, CTA,

Chair Crowne Plaza Lansing West

Aimee Wright, CTA Lansing Quality Suites Hotel

Eric Sudol, CTA East Lansing Marriott

Kenric Hall, CTA Radisson Hotel Lansing

Rebecca Selesky Kellogg Hotel & Conference Center

David Lorenz Travel Michigan

Marcus Kirkpatrick Delta Township Parks and Recreation

Elaine Hardy East Lansing Hannah Community Center

Erik Larson, CTA Impression 5 Science Center

Julie Mullin Hope Sports Complex

Matt VanAcker Michigan State Capitol

Tracie Kent, CTA Residence Inn & TownePlace East Lansing

Will Cantrell, CTA Candlewood Suites Lansing

2018 FOUNDATION BOARD MEMBERS

THOMAS M. COLLINS

Chair; Traverse City Leasing, Inc.

BARRY FREED, CTA

Vice Chair; Art Craft Display, Inc.

BONNIE KNUTSON, PH.D., CTA

Secretary Treasurer;
The MSU School of Hospitality Business

JACK SCHRIPSEMA, CTA

CEO, Greater Lansing Convention & Visitors Bureau

PAULA CUNNINGHAM

AARP of Michigan

PAT GILLESPIE

Gillespie Group

JACK ROBERTS

Former Executive Director of MHSAA

STAFF

ADMINISTRATION

Jack Schripsema, CTA..... President & CEO
Erik Decker, CTA..... Vice President Finance and Administration
Beth Hoschner, CTA..... CRM & Technology Systems Manager
Karen Sanders, CTA..... Administrative Assistant

VISITOR SERVICES

Julie Pingston, CDME, CMP, CTA..... Executive Vice President/Chief Operating Officer
Melissa Nay, CTA..... Membership Manager
Brandie Putnam, CMP, CTA..... Convention Services Manager
Kristina Kauffman, CTA..... Events & CTA Program Manager
Mary Chris Hotchkiss, CMP, CTA..... Convention Sales & Services Manager
Anne Lavender, CTA..... Visitor Services Coordinator

DESTINATION SALES

David Buckenberger, CDME, CMP, CTA..... Senior Vice President of Business Development
Amanda Toy, CMP, CGMP, GMS, CTA..... Director of Sales
Mary Chris Hotchkiss, CMP, CTA..... Convention Sales & Services Manager
Heather Cooper Kim, CMP, CTA..... Sales Manager
Brenda Haight, CMP, CTA..... Sales Manager
Stephanie Wohlfert, CMP, CTA..... Sales Manager
Corri Harvey, CTA..... Sales Coordinator

GREATER LANSING SPORTS AUTHORITY

Mike Price, CSEE, CTA..... Executive Director, Greater Lansing Sports Authority
Meghan Ziehmer, CSEE, CTA..... Associate Director, Greater Lansing Sports Authority
Tom Kinder, CTA..... Sports Development Manager
Miranda Coleman, CTA..... Sports Services Manager
Elise Penhollow, CTA..... Sports Coordinator

MARKETING COMMUNICATIONS

Tracy Padot, CTA..... Vice President, Marketing Communications
Brendan Dwyer, CTA..... Manager, Marketing Communications
Lori Lanspeary, CTA..... Manager, Social Media & Leisure Marketing
Matthew Mohundro, CTA..... Manager, Digital Strategies
Valeri Gill, CTA..... Manager, Graphic Design
Lauren Williams, CTA..... Manager, Graphic Design & Content Marketing

GREATER LANSING VISITOR CENTER—EAST LANSING

Chris Tarpoff, CTA..... Visitor Information Specialist
Robin Soergel, CTA..... Visitor Information Specialist
Siri Rainone, CTA..... Visitor Information Specialist
Barb Doyal, CTA..... Visitor Information Specialist
Carol Royse, CTA..... Visitor Information Specialist

LANSING CENTER

Kristy Doak, CMP, CTA..... Director of Sales, Lansing Center
Penelope Saddler, CTA..... Sales Manager, Lansing Center

