

2021




ANNUAL REPORT

GREATER LANSING CONVENTION AND VISITORS BUREAU



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For over 60 years, the mission of the Greater Lansing Convention & Visitors Bureau has been to promote Greater Lansing as a visitor destination to impact the area's economy. We strive to be the leading voice for the hospitality industry in mid-Michigan. Our central location in the state makes us an attractive destination for weekend getaways, conventions/ meetings and sports tournaments. As home to the State Capitol, Michigan State University and world class attractions, dining and lodging – it's easy to inspire visitors to love Lansing as much as we do.



Letter from the President & Board Chair

Transforming Lansing

In the Annual Report for 2019, we stated that “looking ahead, 2020 is shaping to be a transformational year for Greater Lansing.” Little did we know how transformational the next two years would be.

As a region we had slow, yet steady, growth in 2021 and ended the year with a hotel occupancy rate of 49% compared to 40% in 2020. We added additional hotel inventory in 2021 with the opening of two unique hotels into our market, which factors into the year-end comparison.

Through all the “transformations” in 2021, we are proud of, and thankful for, the support of our members and community partners. Although we were saddened by the businesses that had to close their doors, we were happy to welcome new members. Throughout the pandemic the GLCVB has focused on spreading the word about our community and the creative and unique ways businesses are evolving to serve guests.

As an industry, we continue to struggle with workforce issues which are becoming more heightened as we continue to welcome more visitors through our doorways. The GLCVB continues to work toward initiatives that promote the hospitality industry as a career path for the future.

I am also proud to update that our Diversity, Equity and Inclusion Committee worked throughout its first year to establish foundations for our organization to build capacity and embrace new ways of celebrating the heritage and diversity of our community. We partnered with Tourism Diversity Matters for an organizational assessment to prioritize the initiatives we will advance going forward.

As we look to 2022, we see significant meetings and conventions returning to the region and are enthused by the high level of amateur sporting events taking place this year. We are also excited about the new developments on the horizon including many new restaurants, Heritage Hall at the Capitol opening in the spring, and Lansing Shuffle opening in the summer to continue “transforming” our destination into the future.

The following pages highlight the Bureau’s accomplishments throughout 2021 and provide an informative look into our organization’s mission which is to promote the region as a visitor destination.



Julie Pingston, CDME, CMP, CTA

President & CEO



Eric Sudol CTA, 2021 Board Chair

Marriott East Lansing at University Place

2021 Highlights



68

SPORTS EVENTS
HOSTED

49%

HOTEL
OCCUPANCY



\$92.59

AVERAGE
DAILY RATE

464,314

WEB HITS
LANSING.ORG

537

GLCVB
MEMBERS

Our vision is to inspire everyone to celebrate and love Greater Lansing as much as we do! Which goes hand in hand with our mission, to positively impact our community's quality of life by developing the region as a visitor destination.



Destination Sales & Event Services

Client & Hospitality Partner Engagement

Throughout 2021 the sales and services team continued to foster relationships with clients and hospitality partners at events, professional development opportunities and networking mixers.

- ▶ Enhanced client engagement with very successful Meetings in the 517 and Government Meetings in the 517 programs. The programs allow clients the opportunity to meet monthly and share best practices.
- ▶ Hosted clients and partners at multiple events including a mixer at Rotary Park and at networking events in July and October.
- ▶ Attended Michigan Society of Association Executives Annual Conference, Society of Government Meeting Professionals and Destination Michigan events throughout the Midwest.
- ▶ Held an educational seminar for hotel sales teams in October.
- ▶ Offered several virtual, hybrid and in-person partner meetings throughout the year.
- ▶ Collaborated with marketing team to produce “virtual walk through” videos of full-service hotel properties.

Facilitated a day of “Holiday Cheer”



In December, helped facilitate client involvement in GLCVB’s “Holiday Cheer” outreach to hospitality partners which concluded with a mixer at Lansing Brewing Co. Numerous clients, alongside GLCVB staff, delivered locally sourced treats to over 150 members.

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. Subsequently, the Event Services team provides assistance to those organizations once they select the region for their event.

Key Events Hosted in 2021

- ▶ Michigan Department of Corrections Officer Training School
- ▶ Michigan Primary Care Association Annual Conference (1st time in Lansing)
- ▶ Michigan Thespian Society (1st time in Lansing)
- ▶ Mid-American Global Education Council
- ▶ Michigan Optometric Association Fall Seminar
- ▶ School Nutrition Association of Michigan Annual Conference & Exhibit Show
- ▶ YMCA Michigan Youth in Government

Key Future Events Secured in 2021

- ▶ Capital City Comic Con 2022 & 2023
- ▶ Tremaine Dance Conventions 2022, 2023 & 2024
- ▶ Great Lakes Invitational Conference Association - 2023 Spring Invitational Model United Nations
- ▶ Daughters of the American Revolution of Michigan, multiple years
- ▶ Michigan Association of School Boards -2023 Annual Leadership Conference & Exhibit Show
- ▶ Institute of Electrical and Electronics Engineers – 2025 Midwest Symposium
- ▶ Michigan Association of Counties – 2023 & 2024 Annual Conferences
- ▶ Michigan Republican Party – 2022 & 2023 State Conventions

Greater Lansing Sports Authority

While the world took a pause during the pandemic, Sport has been one of the first segments to reengage and begin hosting events. While 2021 was still a challenging environment to secure and host events, the GLSA team found success with both.



Above:
The Capital City Tennis Classic welcomed athletes from 16 different countries.

Left:
NCAA DIII Women's Golf National Champions jump for joy.

Key Events Hosted in 2021

- ▶ NJCAA Men's and Women's Bowling Championship - April 2021 (This was the region's first indoor national event to be held since the pandemic in March 2020. It was also the first time the event has occurred outside the state of New York.)
- ▶ NCAA DIII Women's Golf National Championships - May 2021 (This was the region's first largescale, outdoor community event to occur since the pandemic in March of 2020.)
- ▶ GLIAC Baseball Championships
- ▶ MHSAA Baseball, Softball, Soccer, Golf (Girls & Boys) and Basketball Finals (Girls & Boys)
- ▶ USA High School Clay Target League National Championship
- ▶ USA Futsal National Team Camps

Key Future Events Secured in 2021

- ▶ 2022 USA Judo Youth National Championships
- ▶ 2022 USBC Junior Gold Championships
- ▶ 2023 National Horseshoe Pitchers Association World Tournament
- ▶ 2023 National Archery in the School Program State Tournament

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.

68
EVENTS
HOSTED

31,407
ATHLETES

104,967
SPECTATORS

Marketing Communications

Love Lansing Like a Local Campaign

Traditionally each spring the GLCVB hosted the Be A Tourist in Your Own Town event. Due to circumstances related to COVID-19 the event was canceled in 2021. However, the primary intent of the event was to shine a light on our many attractions and activities that make Lansing such a great place to live. Therefore, the GLCVB's goal was to support local attractions and drive visitation, not just for a one-day event, but throughout the summer. With financial contributions from our generous 2020 BATYOT sponsors, the GLCVB launched the "Love Lansing Like a Local" advertising campaign which ran for eight weeks during the summer to encourage residents to safely and responsibly enjoy our hospitality related businesses. Outreach included advertising with local media, editorial placements, prize contests, social media posts and community engagement efforts.

Launched Two New Websites – lansing.org & lansingsports.org

Both the GLCVB and the GLSA websites underwent a complete refresh and now offer upgraded features. The websites are often the first impression a visitor or event planner has of the region and we're proud of the new look! Find an up-to-date calendar of events, special offers/coupons, articles and insider tips, plus listings for hotels, restaurants, attractions, shopping and more.



Marketing Communications (MarCom) seeks to promote the region as a desirable destination for leisure visitors, convention, meeting and sports events.

27,438
FACEBOOK
FOLLOWERS

8,758
INSTAGRAM
FOLLOWERS

Join the #lovelansing Conversation

To get a sense of the full Capital region experience we encouraged residents and visitors alike to engage with our many digital resources. From our robust, refreshed website to social media and weekly blogs, we invited all to join the conversation.

Use the Tag #lovelansing & Follow Us

- ▶ Facebook
- ▶ Instagram
- ▶ Pinterest
- ▶ YouTube

464,314
WEB HITS
LANSING.ORG

91,217
BLOG
VIEWS

Membership & CTA

The membership team works to engage the local hospitality community to partner with the GLCVB.

Membership Renewals & Retention Rate

In 2021, the GLCVB partnered with a total of 537 members. The retention rate remained strong at 89%.

Member Engagement

- ▶ In December, the GLCVB facilitated a day of “Holiday Cheer” with outreach to hospitality partners that were severely impacted by the pandemic. The team delivered locally sourced treats from nearly 20 GLCVB members to over 150 fellow travel and tourism members.
- ▶ Held a Virtual Annual Meeting in March
- ▶ Hosted a Summer mixer on the newly renovated Michigan Princess Riverboat and a Fall mixer in the new expansion of High Caliber Karting & Entertainment.

Certified Tourism Ambassador Program

The goal of the Greater Lansing Certified Tourism Ambassador (CTA) program is to educate front line staff on the region, creating ambassadors that will enhance the visitor experience. Since its creation in 2010, over 1,500 people have been trained as a CTA.

- ▶ Facilitated six classes resulting in on-boarding 67 new CTAs.
- ▶ Hosted a virtual Meet Up in February and invited CTAs to join in-person GLCVB Member networking events.



537
GLCVB
MEMBERS

327
ACTIVE
CTAS

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.



Lansing ArtPath showcased the many talents of local artists and collaborators from across Michigan in a 3.5 mile stretch of the Lansing River Trail.



The Team Lansing Foundation was proud to be able to continue to serve as a benefactor for the Certified Tourism Ambassador Program. Additionally, the Foundation awarded sponsorships to several local festivals and grants to support initiatives by the following organizations:

- ▶ Impression 5 Science Center’s Wild Kratz Exhibit
- ▶ Lansing Art Gallery’s ArtPath Project
- ▶ Capital City Tennis Classic Event

2021 Team Lansing Foundation Board of Directors

THOMAS M. COLLINS, Chair - Traverse City Leasing, Inc. (Retired)

BARRY FREED, CTA, Vice Chair - Art Craft Display, Inc. (Retired)

BONNIE KNUTSON, Ph.D., CTA, Secretary / Treasurer - MSU School of Hospitality Business

PAULA CUNNINGHAM - AARP of Michigan

PAT GILLESPIE - Gillespie Group

JULIE PINGSTON, CDME, CMP, CTA - Greater Lansing Convention & Visitors Bureau

JOHN E. (JACK) ROBERTS - MHSAA (Retired)

Finance & Administration

2021 Revenue Total: \$6,048,566.90*

*Bed tax and marketing assessment collection history 2021 total: \$4,304,095. This number represents collection from hotel properties in Ingham county and DeWitt, Delta and Windsor townships. The GLCVB 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.

28.30%

PA 263

14.40%

PA 59

21.38%

PA 25

0.61%

MEMBERSHIP
DUES

33.88%

GRANT
REVENUE

1.43%

SPECIAL
EVENTS/MISC

2021
Expenses Total:
\$3,727,533.61



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

9.96%

ADMINISTRATIVE

65.89%

PROMOTIONAL

24.15%

OPERATIONAL

Boards & Committees

2021 GLCVB Board of Directors

ERIC SUDOL, CTA, Chair - *Marriott East Lansing at University Place*
MICHAEL BRAND, Vice-Chair - *Wharton Center for Performing Arts*
KRISTINA REITLER, Secretary/Treasurer - *Kellogg Hotel & Conference Center*
KENRIC HALL, CTA, Past-Chair - *Radisson Hotel Lansing at the Capitol*
CINDY BOWEN, CHA, CTA - *Crowne Plaza Lansing West*
KELLIE DEAN - *Dean Transportation/Dean Trailways*
TRACIE KENT, CTA - *Residence Inn by Marriott & TownePlace Suites - East Lansing*
MARCUS KIRKPATRICK - *Delta Charter Township Parks & Recreation*
DOROTHY E. MAXWELL, MPA, CTA - *Max Weingar Group*
TYLER PARSONS - *Lansing Lugnuts*
DERRELL SLAUGHTER - *Ingham County Commissioner*

Finance Committee

KRISTINA REITLER, Chair - *Kellogg Hotel & Conference Center*
MICHAEL BRAND - *Wharton Center for Performing Arts*
KELLIE DEAN - *Dean Transportation/Dean Trailways*
KENRIC HALL, CTA - *Radisson Hotel Lansing at the Capitol*
DERRELL SLAUGHTER - *Ingham County Commissioner*

Governance Committee

DOROTHY E. MAXWELL, MPA, CTA, Chair - *Max Weingar Group*
CINDY BOWEN, CHA, CTA - *Crowne Plaza Lansing West*
KENRIC HALL, CTA - *Radisson Hotel Lansing at the Capitol*
KRISTINA REITLER - *Kellogg Hotel & Conference Center*

Lodging Advisory Board

CINDY BOWEN, CHA, CTA, Chair - *Crowne Plaza Lansing West*
WILL CANTRELL - *Candlewood Suites Lansing*
KENRIC HALL, CTA - *Radisson Hotel Lansing at the Capitol*
ELAINE HARDY - *Diversity, Equity & Inclusion Officer, City of East Lansing*
SCOTT KEITH - *LEPFA*
TRACIE KENT, CTA - *Residence Inn by Marriott & TownePlace Suites - East Lansing*
SETH KESLER - *MSU Athletics*
MARCUS KIRKPATRICK - *Delta Charter Township Parks & Recreation*
DAVID LORENZ - *Travel Michigan*
ANGELA McCOMB - *Hampton Inn-East Lansing*
JULIE MULLIN - *Hope Sports Complex*
TYLER PARSONS - *Lansing Lugnuts*
ERIC SUDOL, CTA - *Marriott East Lansing at University Place*
MATT VANACKER - *Michigan State Capitol*



In 2021, the GLCVB Board established a new diversity, equity and inclusion committee to help the organization facilitate best practices.

Diversity, Equity & Inclusion Committee

MARCUS KIRKPATRICK, Chair - *Delta Charter Township Parks & Recreation*
CATHY BLATNIK - *Mid-Michigan Autism Association*
CHAZ CARRILLO - *Greater Lansing Hispanic Chamber of Commerce*
ELAINE HARDY - *Diversity, Equity & Inclusion Officer, City of East Lansing*
GRANT HENDRICKSON - *Brogan, Reed, Van Gorder & Associates*
DOROTHY E. MAXWELL, MPA, CTA - *Max Weingar Group*
ZEINAB MROUE - *Kellogg Catering, Michigan State University*
GREG ROKISKY - *Parents, Families, and Friends of Lesbians and Gays (PFLAG)*
LINDA SIMS - *GLCVB Consultant/S&S Business Services*
DERRELL SLAUGHTER - *Ingham County Commissioner*
ERIC SUDOL, CTA - *Marriott East Lansing at University Place*
ROSE TANTRAPHOL - *Moonsail North*
TRISTAN WRIGHT - *LEPFA*
YOUNG YI - *Riverview Church, MSU Venue*

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JULIE PINGSTON, CDME, CMP, CTA - *Greater Lansing Convention & Visitors Bureau*
JOHN E. (JACK) ROBERTS - *MHSAA (Retired)*



Staff

Administration, Finance & Membership/CTA

JULIE PINGSTON, CDME, CMP, CTA - *President & CEO*

ERIK DECKER, CTA - *VP Finance & Administration*

BETH JESPERSON, CTA - *CRM & Technology Systems Manager*

MELISSA NAY, CTA - *Membership Manager & CTA Program Coordinator*

ANNE LAVENDER, CTA - *Visitor Services Coordinator*

Business Development & Event Services

DAVID BUCKENBERGER, CDME, CMP, CTA - *Senior VP of Business Development*

KRISTY DOAK, CMP, CTA - *Director of Sales for Lansing Center*

MARY CHRIS HOTCHKISS, CMP, CTA - *Convention Sales & Services Manager*

STEPHANIE WOHLFERT, CMP, CTA - *Sales Manager*

BRANDIE PUTNAM, CMP, CTA - *Convention Services Manager*

Greater Lansing Sports Authority

MIKE PRICE, STS, CTA - *Executive Director*

MEGHAN ZIEHMER, STS, CTA - *Associate Director*

TOM KINDER, STS, CTA - *Sports Development Manager*

MIRANDA COLEMAN, STS, CTA - *Sports Services Manager*

Marketing Communications

TRACY PADOT, CTA - *VP Marketing Communications*

LORI LANSPEARY, CTA - *Leisure Marketing Manager*

VALERI GILL, CTA - *Manager, Graphic Design & Content*

AMIE LUCAS, CTA - *Digital Marketing & Content Manager*

EMILY FINKBIENER, CTA - *Marketing & Communications Intern*



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