



20  
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ANNUAL  
REPORT

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For more than 60 years, the Greater Lansing Convention and Visitors Bureau has been a leading voice for the hospitality industry in mid-Michigan, inspiring people to visit and plan their meetings, conventions, and sports tournaments in Greater Lansing. As home to the state Capitol, Michigan State University, and world-class attractions, lodging and dining; it's easy to inspire visitors to love Lansing as much as we do.



# LETTER FROM THE PRESIDENT

## *Thank You!*

As we review 2022, I would like to first share my appreciation for everyone in the tourism and hospitality industry for forging their way through each day as you serve our visitors and community. As if the pandemic was not enough, we continue to deal with workforce shortages, pricing increases and managing guest expectations. We thank you for keeping a smile on your face through it all and exceeding expectations for our destination.

## *Positive Momentum*

The tourism and hospitality industry started out in a recovery mode in 2022, then gained positive momentum by mid-year and ended with a strong fourth quarter. By year end, we returned to consuming over one million hotel room nights, which was first achieved in 2016 but had fallen below that marker during the pandemic. Hotel occupancy continued to lag with the opening of two hotels in 2021, which added 318 rooms to the daily hotel inventory. However, the average daily hotel rate was up and surpassed well beyond 2019 levels due to the increase in hotel room rates nationwide.

As an industry, we continued to struggle with workforce issues which are heightened as we welcome more visitors through our doorways. A key hospitality and tourism workforce advancement was the creation of a web portal for industry positions, as well as increased connectivity with The School of Hospitality Business at MSU, the Wilson Talent Center and Capital Area Michigan Works. The GLCVB continues to work toward initiatives that promote the hospitality industry as a career path for the future.

## Meeting & Competing

Sports continued to play a pivotal role for the region in 2022 and the GLSA was proud to host 82 impactful amateur sport events. Increase in demand helped the team to facilitate discussions and strategize for a new sport facility for the region. And the strong return of meetings and conventions helped the team confirm 55,370 room nights which is just 300 rooms shy of 2019 totals.

The GLCVB began the rebranding process for the organization and appreciate those who were able to fill out a survey or attend a focus group. Your input will help lead us to a new name, brand and marketing campaign we will launch in 2023.

Finally, as an organization and Board we have worked to advance our efforts with Diversity, Equity, Accessibility and Inclusion for the industry and for our organization.

I also want to take this opportunity to acknowledge our Board of Directors led by Chair, Cindy Bowen for their tireless dedication and leadership. I encourage you to read through the pages of this report for more details on all of the 2022 initiatives and accomplishments.



Julie A. Pingston, CDME, CMP, CTA  
President & CEO



*Pictured Top:*  
Julie Pingston, CDME, CMP,  
CTA President & CEO



*Pictured Bottom:*  
Cindy Bowen, CHA, CTA  
Crowne Plaza Lansing West (Chair)

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.

## 2022 HIGHLIGHTS

336  
ACTIVE  
CTAs

82  
SPORTS  
EVENTS  
HOSTED

563,586  
WEBSITE  
VISITORS



94.2%  
MEMBERSHIP  
RETENTION  
RATE

297  
GROUP MEETINGS  
AND EVENTS LEADS  
TO PARTNER HOTELS

*Below: The GLCVB hosted clients at MSU Tailgate*

*Right: Lansing recognized as the first Able Eyes Certified Destination in the country. Virtual Tours allow people of all abilities to explore public places prior to physically visiting. For persons with physical and invisible disabilities, it is an opportunity to view accessibility and decrease anxiety.*



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 2022*

- Michigan High School Football Coaches Association Annual Coaches Clinic
- Michigan Nursery & Landscape Association Great Lakes Expo
- American Water Works Association – MI Section Joint Expo & Operators Day
- YMCA Michigan Youth in Government Winter & Fall Conferences
- Michigan Science Teachers Annual Conference
- County Road Association of Michigan Highway Conference and Road Show
- Michigan FFA Association Annual State Convention
- Michigan Reading Association Annual Conference
- Michigan Safety Conference
- Michigan Townships Association Annual Conference & Expo
- Michigan Funeral Directors Annual Convention
- Women's Veterans Conference
- Michigan State University Fall Extension Conference
- Spartan Fire Truck Training Conference
- Michigan Association of Nonpublic Schools Education Conference & Expo
- Michigan National Guard State Leadership Conference and Forum



## Client & Hospitality Partner Engagement

- Attended numerous industry seminars and trade shows including Destination International's Sales and Services Summit, Destination's International's Equity Diversity & Inclusion Leadership series, Event Service Professional Association's Services Summit, Michigan Society of Association Executives annual conference and multiple Connect Marketplace national trade shows.
- Contributed to statewide events industry organizations including Destination Michigan, Society of Government Meeting Professionals and Michigan Meeting Planners International.
- Conducted strategy sessions with partner hotels and their respective sales and services teams, including monthly Partner Meetings, Meet & Eat sessions and end of year Gratitude Luncheon.
- Produced and programmed the annual GLCVB client tailgate function at Michigan State University and the return of the annual GLCVB Holiday Showcase at the Lansing Center.

55,370  
NEW DEFINITE  
ROOM NIGHTS

297  
GROUP MEETINGS  
AND EVENTS LEADS  
TO PARTNER HOTELS

*Right: In October 2022, Spartan Meetings in the 517 was created to integrate GLCVB services into the Michigan State community of event planners. The group allows planners to network, collaborate and share best practices.*



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.

### *Key Events Hosted in 2022*

- North American 2023 Pan American Games Qualifier for Women's Handball. Olympic Qualifier. Team USA v Team Canada. First time Lansing has hosted competing national teams.
- NCAA DIII Men's & Women's Cross Country National Championship
- USA Archery Indoor and JOAD Indoor Nationals
- NJCAA Bowling National Championships
- USA Judo Junior Nationals
- NCAA National Collegiate Women's Bowling Regional
- NIRCA Track & Field National Championships
- International Bowling Congress Youth Championships
- USA High School Clay Target League National Championships
- Awarded and Hosted the 2023 Midwestern Sectional and U.S. Pairs Final
- Awarded the 2024 USA Taekwondo Grand Prix Eastern Regional
- Awarded the 2024 NCAA DI Women's Golf Regional
- Awarded the 2024 USA Hockey Girls Tier II 19U Hockey National Championships

229,317  
SPECTATORS

82  
EVENTS  
HOSTED

52,016  
ATHLETES



*Above: North American 2023 Pan American Games Qualifier for Women's Handball*

*Left: US Figure Skating Midwest Sectionals and Pairs Finals*

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

## *Marketing Communications 2022 Highlights*

- Promoted the “Love Lansing Like A Local” media campaign to drive visitation and shine a light on the many attractions and activities the region offers.
- Developed and implemented an expansive social media strategy resulting in increased engagement across all GLCVB and GLSA channels.
- Published the 2022 Visitor Inspiration Guide, which was included in the Heritage Hall at the Capitol’s time capsule.
- Engaged North Star Place Branding & Marketing to begin the initial steps for an organizational re-brand of the GLCVB and GLSA. New names and logos to be launched in 2023.
- Partnered with MSU to provide information and resources about the destination to alumni, visiting scholars, new incoming students and their families.

## *Use the Tag #lovelansing and Follow Us*

- Facebook
- Instagram
- Pinterest
- YouTube

9,306  
INSTAGRAM  
FOLLOWERS

563,586  
WEB HITS  
LANSING.ORG

28,410  
FACEBOOK  
FOLLOWERS



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

## *Membership Stats*

In 2022, the GLCVB welcomed 55 new members and partnered with a total of 586 members. The retention rate remained extremely strong at 94%.

## *Member Engagement*

- The Annual Meeting was held at NCG Cinemas in March with nearly 160 people attending. It was one of the first large gatherings the GLCVB hosted post pandemic.
- In the spring, the GLCVB hosted a joint mixer with the Lansing Regional Chamber of Commerce at Impression 5 Science Center with 160 participants in attendance.
- Over 90 participants enjoyed the Summer Scavenger Hunt Mixer in downtown Lansing, showcasing these member businesses: Midtown Brewing Co., Thai Village, Social Sloth Bakery & Cafe, Sweet Encounter Bakery and Lansing Art Gallery & Education Center.
- The Fall Mixer at BrickHaven Brewery featured a fun art project with Paint Your Poison.
- Welcomed back the annual Holiday Showcase event after a two-year hiatus with a sold-out member representation of 67 booth spaces and over 180 clients in attendance.



## *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 1,600 people have been trained as a CTA.

- Facilitated over a dozen classes in 2022, on-boarding 109 new CTAs. The region has 336 active CTAs and maintained a strong 77% retention rate.
- Hosted a virtual CTA Trivia Meet Up in February and invited all CTAs to join GLCVB member networking events.

586  
GLCVB  
MEMBERS

336  
ACTIVE  
CTAs



## DIVERSITY, EQUITY, ACCESSIBILITY & INCLUSION (DEAI)

The GLCVB worked to advance our efforts with Diversity, Equity, Accessibility and Inclusion for the industry and organization.

### *Highlights from 2022*

- Lansing recognized by Accessible Journeys and Travel Ability as one of the top three destinations in the country for those traveling on the autism spectrum.
- Lansing recognized as the first Able Eyes Certified Destination in the country.
- Multicultural pages were added to the website and Visitor Inspiration Guide describing Greater Lansing's heritage and diversity.
- GLCVB Board of Directors adopted a Diversity Statement for the organization.
- Created the internal staff DEAI committee known as the IDEA Team to work on policies and team professional development.
- Partnered with Xavier DeGroat Foundation on autism advocacy and promotions.
- Sponsored local festivals such as Lansing Pride and Juneteenth.



*Above: Lansing Juneteenth celebration in REO Town.*



Right: Potter Park Zoo offers sensory toolkits available to check out as needed.

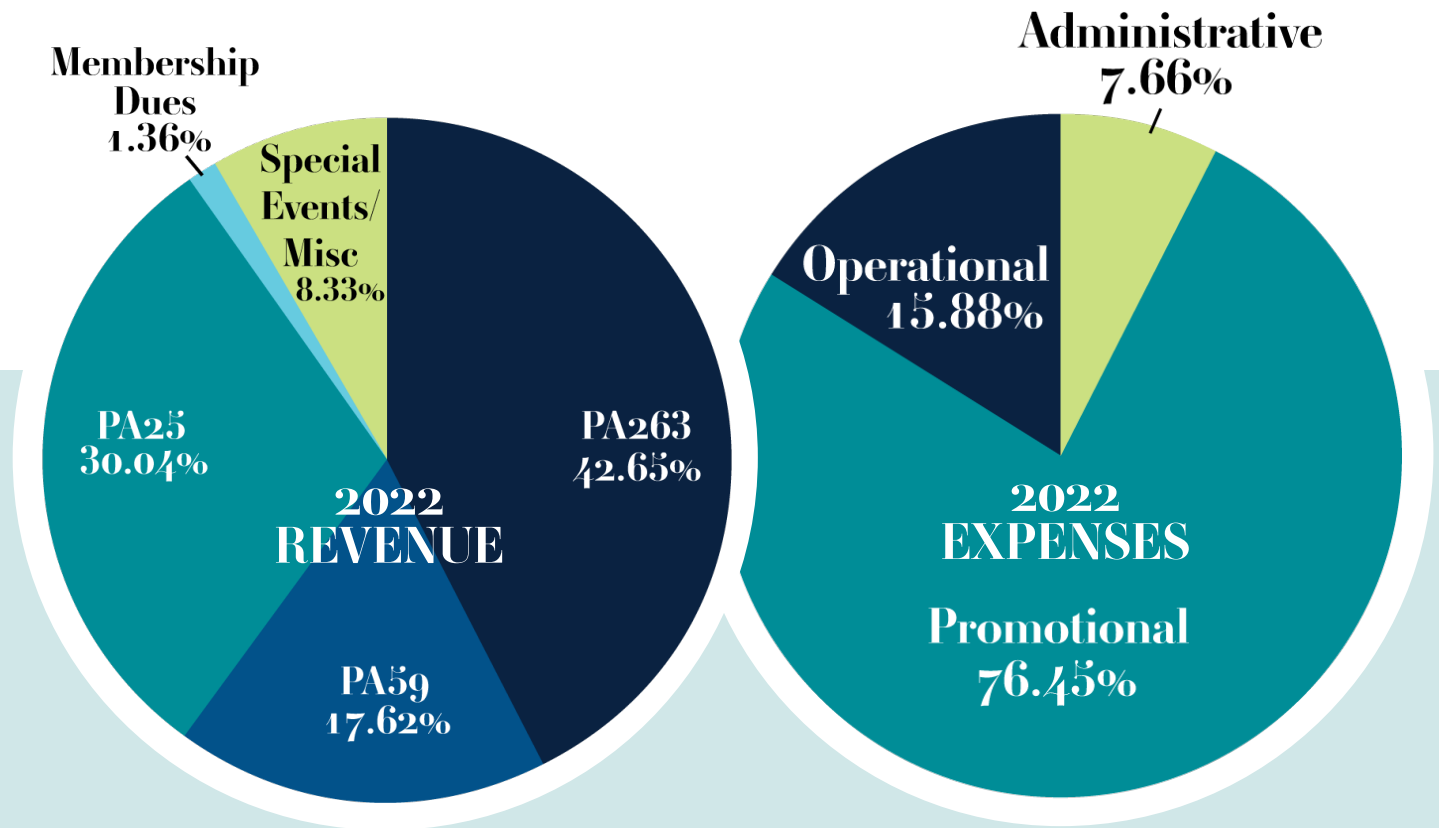
## FINANCE & ADMINISTRATION

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

**\$6,035,519**  
2022  
TOTAL REVENUE

**\$5,390,415**  
2022  
TOTAL EXPENSES

*\* Reported financials were unaudited at the time of publication.*



Bed tax and marketing assessment collection 2022 total: \$6,094,117. 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 assesments from DeWitt, Delta and Windsor township properties.

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.

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 DC Heroes Exhibit
- Lansing Art Gallery's ArtPath Project
- Capital City Tennis Classic Events
- Michigan Trap Shooting Association Facility Enhancements
- MSU Museum's Food Fight Project/Exhibit
- Delta Parks & Recreation Facility Enhancements
- Capital Area Rugby Football Club Goal Posts

### *Team Lansing Board of Directors*

Thomas M. Collins - *Traverse City Leasing, Inc. (Retired) (Chair)*  
Barry Freed, CTA - *Art Craft Display, Inc. (Retired) (Vice Chair)*  
Bonnie Knutson, Ph.D., CTA - *MSU School of Hospitality Business (Secretary / Treasurer)*  
Julie Pingston, CDME, CMP, CTA - *CEO, Greater Lansing Convention & Visitors Bureau*  
Paula Cunningham - *AARP of Michigan*  
Pat Gillespie - *Gillespie Group*  
John E. (Jack) Roberts - *MHSAA (Retired)*



## Administration, Finance & Membership/CTA

Julie Pingston, CDME, CMP, CTA - *President & CEO*  
 Erik Decker, CTA - *VP Finance & Administration*  
 Beth Jespersen, CTA - *CRM & Technology Systems Manager*  
 Melissa Nay, CTA - *Membership & Community Outreach Manager*  
 Anne Lavender, CTA - *Executive Assistant*

## Business Development & Event Services

David Buckenberger, CDME, CMP, CTA - *Senior VP of Business Development*  
 Kristy Doak, CMP, CTA - *Director of Sales for the Lansing Center*  
 Stephanie Wohlfert, CMP, CTA - *Senior Sales Manager*  
 Brandie Putnam, CMP, CTA - *Senior Convention Services Manager*  
 Ariel Backus, CMP, CTA - *Sales Manager*  
 Dani Schneider, CTA - *Sales & Services Coordinator*  
 Elaine Unger, CTA - *Sales Manager*  
 Jenn Morden, CTA, CMP - *Convention Services & Events Manager*

## Marketing Communications

Tracy Padot, CTA - *VP Marketing Communications*  
 Lori Lanspeary, CTA - *Manager of Marketing & Community Engagement*  
 Valeri Gill, CTA - *Manager, Creative Services*  
 Amie Lucas, CTA - *Manager, Digital Marketing & Content*  
 Adrienne Cooley, CTA - *Manager, Social Media & Communications*  
 Emily Hedglen, CTA - *Manager, Graphic Design*

## 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*  
 Aaron Lomax, CTA - *Sports Coordinator*



The GLCVB relies on the valuable leadership of its board and committee members. These individuals play a key role in helping the GLCVB bring visitors to the Greater Lansing area and enhance the area's tourism assets.

## *2022 Board*

Cindy Bowen, CHA, CTA - *Crowne Plaza Lansing West (Chair)*  
Eric Sudol, CTA - *East Lansing Marriott (Past Chair)*  
Kenric Hall, CTA - *Radisson Hotel Lansing*  
Kellie Dean - *Dean Transportation/Dean Trailways*  
Dorothy Maxwell, MPA, CTA - *Max Weingar Group*  
Rebecca Selesky - *Michigan State University/Kellogg Hotel and Conference Center*  
Tracie Kent, CTA - *Residence Inn & TownePlace Suites - East Lansing*  
Marcus Kirkpatrick - *Delta Township Parks, Recreation & Cemeteries*  
Derrell Slaughter - *Ingham County Board of Commissioners*  
Tyler Parsons - *Lansing Lugnuts*

## *Executive Committee*

Cindy Bowen, CHA, CTA - *Crowne Plaza Lansing West (Chair)*  
Marcus Kirkpatrick - *Delta Township Parks, Recreation & Cemeteries (Vice Chair)*  
Kellie Dean - *Dean Transportation, (Secretary/Treasurer)*  
Eric Sudol, CTA - *East Lansing Marriott (Past Chair)*

## ***Governance Committee***

Dorothy Maxwell, MPA, CTA - Max Weingar Group (Chair)  
Cindy Bowen, CHA, CTA - Crowne Plaza Lansing West  
Kenric Hall, CTA - Radisson Hotel Lansing

## ***Public Act 25 Advisory Committee***

Kenric Hall, CTA - Radisson Hotel Lansing  
Elaine Hardy - City of East Lansing  
Tracie Kent, CTA - Residence Inn & TownePlace Suites – East Lansing  
Marcus Kirkpatrick - Delta Township Parks, Recreation & Cemeteries  
David Lorenz - Travel Michigan  
Angela McComb - Hampton Inn-East Lansing  
Tyler Parsons - Lansing Lugnuts  
Rebecca Selesky - Michigan State University/Kellogg Hotel and Conference Center  
Eric Sudol, CTA - East Lansing Marriott

## ***Lodging Advisory Board (PA59)***

Kenric Hall, CTA - Radisson Hotel Lansing  
Tracie Kent, CTA - Residence Inn & TownePlace Suites – East Lansing  
Rebecca Selesky - Michigan State University/Kellogg Hotel and Conference Center  
Eric Sudol, CTA - East Lansing Marriott  
Will Cantrell - Candlewood Suites Lansing  
Elaine Hardy - City of East Lansing  
Scott Keith - LEPFA  
Seth Kesler - MSU Athletics  
Angela McComb - Hampton Inn-East Lansing  
Julie Mullin - Hope Sports Complex  
Matt VanAcker - Michigan State Capitol

## ***Finance Committee***

Kellie Dean - Dean Transportation/Dean Trailways (Chair)  
Kenric Hall, CTA - Radisson Hotel Lansing  
Tyler Parsons - Lansing Lugnuts  
Derrell Slaughter - Ingham County Board of Commissioners

## ***Diversity, Equity, Accessibility & Inclusion Committee***

Eric Sudol, CTA - GLCVB Board of Directors/East Lansing Marriott (Chair)  
Cheryl Benjamin - Time to Travel  
Cathy Blatnik - Mid-Michigan Autism Association  
Chaz Carrillo - Greater Lansing Hispanic Chamber of Commerce  
Elaine Hardy - Diversity, Equity & Inclusion Officer, City of East Lansing  
Greg Rokisky - Sprout Social, Inc.  
Dorothy Maxwell, MPA, CTA - GLCVB Board of Directors/Max Weingar Group  
Zeinab Mroue - Kellogg Catering, Michigan State University  
Rose Tantraphol - Moonsail North  
Tristan Wright - LEPFA  
Young Yi - Riverview Church, MSU Venue

## ***GLCVB Representatives Serving on the Lansing Entertainment & Public Facilities Authority (LEPFA) Board***

Cindy Bowen, CHA, CTA - Crowne Plaza Lansing West  
Kenric Hall, CTA - Radisson Hotel Lansing

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