



Annual **REPORT**

2023

Choose **LANSING**  TM
Plan On Something **Greater**

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CHOOSE LANSING™

Plan on Something Greater

For more than 60 years, Choose Lansing™ 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.



PRESIDENT'S *Letter*

INDUSTRY REMAINS STRONG

The first quarter of 2023 leapt into action with the strong return of meetings and conventions. By year end, the community edged closer to the 2019 marker of rooms consumed with 1,049,407 rooms sold. Hotel occupancy continued to lag with the opening of new hotels resulting in 734 rooms added to the daily hotel inventory. Average daily rate (ADR) is well beyond 2019 levels and continues to rebound.

REBRAND

After a year-long systematic process, the organizational rebrand of Choose Lansing™ and the Lansing Sports Commission™ was launched on August 31. We're pleased to report the response has been overwhelmingly positive. We appreciate everyone's input and support throughout the process, and thanks to our marketing team for their dedication in making the process appear seamless!

IMPACTFUL EVENTS

It was an honor to host the Odyssey of the Mind World Finals again in 2023 and welcome them back to the community following their pandemic pause. We also hosted many impactful sporting events including the NCAA Division I Men's Golf Regional and the National Horseshoe Pitchers Association World Tournament.

DEAI

As an organization, we focused considerably on DEAI initiatives throughout the year including team professional development and sponsorship of local events and festivals. We focused on accessibility with the overall goal of being “welcoming to all.” We were proud to host the inaugural Tourism Accessibility Summit and debut the accessibility inventory information on our website.

MEMBERS & CTAs

It has been wonderful to have the support of our members, CTAs and community partners throughout the year! We appreciate you attending our industry events, providing feedback and being engaged in the industry activities. We are pleased to see our Certified Tourism Ambassador program grow 142% in 2023 as we strive to provide a welcoming visitor experience at all points within the community.

Thank you to our Board of Directors led by Chair, Cindy Bowen for the leadership they provide for both the industry and organization. Please read through this report to discover all the great work being done to enhance the quality of life for our residents as we continue to develop tourism in this region.



Julie A. Pingston, CDME, CMP, CTA
President & CEO,
Choose Lansing™





2023

Highlights

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.



Rebrand

The Greater Lansing Convention & Visitors Bureau (GLCVB) was excited to rebrand as Choose Lansing™ in 2023!

The rebrand was a result of the accumulation of months of research, including surveys and focus groups with community leaders, locals, visitors, and industry experts. This exciting change reflects both the recent and upcoming development in the Greater Lansing area.

The Greater Lansing Sports Authority, a sub-division of the Greater Lansing Convention and Visitors Bureau, also underwent a rebranding process and has been renamed the Lansing Sports Commission™.



HOSTED THE
2023 NATIONAL
HORSESHOE PITCHERS
ASSOCIATION WORLD
TOURNAMENT



78

SPORTS
EVENTS HOSTED



CTA PROGRAM
GREW

142%

96.1%
MEMBERSHIP
RETENTION



HOSTED THE
INAUGURAL
ACCESSIBILITY
SUMMIT AT THE AC
HOTEL BY MARRIOTT

1,049,407

ROOMS
CONSUMED



HOSTED
ODYSSEY OF
THE MIND



DESTINATION SALES & EVENT SERVICES

Working in conjunction with local hotel and meeting facility partners, the goal of the Destination Sales Team is to secure meetings, trade shows and conventions 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 2023

- Michigan Agri-Business Association Winter Conference
- Michigan High School Football Coaches Association Annual Coaches Clinic
- American Water Works Association Joint Expo
- Michigan Science Teachers Association Annual Conference
- Michigan FFA Association Annual State Convention
- County Road Association of Michigan Highway Conference and Road Show
- Building Michigan Communities Conference
- Odyssey of the Mind World Finals
- Capital City Comic Con
- Brain Injury Association of Michigan Annual Conference
- Michigan Thespian Society Annual Conference

CLIENT & HOSPITALITY PARTNER ENGAGEMENT

Attended numerous industry seminars and tradeshows.

Contributed to statewide events industry organizations.



Produced and programmed the annual client tailgate at Michigan State University and the annual Holiday Showcase at the Lansing Center.

Conducted strategy sessions with partner hotels and their respective sales and services teams, including monthly Partner Meetings, Meet & Eat and end of year Gratitude Luncheon.



430

**GROUP MEETINGS
& EVENT LEADS TO
PARTNER HOTELS**

38,012

**NEW DEFINITE
ROOM NIGHTS**



LANSING SPORTS COMMISSION

The mission of the Lansing Sports Commission™ (LSC) 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 IN 2023

- 🏆 Hosted the 2023 National Horseshoe Pitcher's Association World Tournament
- 🏆 Hosted 2023 NCAA National Collegiate Women's Bowling Championships
- 🏆 Hosted 2023 NCAA DI Men's Golf Regional
- 🏆 Hosted the USA Archery JOAD and Indoor Nationals
- 🏆 Hosted the USA High School Clay Target League National Championships
- 🏆 Hosted the GLIAC Baseball Championships
- 🏆 Awarded the 2025 USA Archery Collegiate Target Nationals
- 🏆 Awarded the 2025 USBC Women's State Tournament
- 🏆 Awarded & Hosted NIRCA Track & Field National Championships

78

EVENTS HOSTED



49,878

ATHLETES



229,751

SPECTATORS

143,609

PAGE VIEWS
LANSINGSPORTS.ORG

58,828

WEB USERS
LANSINGSPORTS.ORG



REBRAND

🌟 The Greater Lansing Convention & Visitors Bureau (GLCVB) was excited to rebrand as Choose Lansing™ in 2023! The rebrand was a result of the accumulation of months of research, including surveys and focus groups with community leaders, locals, visitors, and industry experts. The Greater Lansing Sports Authority, also underwent a rebranding process and was renamed the Lansing Sports Commission™. Both organizations adopted new logos and branding in addition to new names; however, their mission remains unchanged.

🌟 Promotions for the rebrand included:

- Welcome billboards were placed throughout the entry points to the region.
- Digital signage featured the new brand at MSU football, basketball and hockey home games.
- New signage and displays throughout the community including the Capital Regional International Airport, Meridian Mall, Lansing Mall and others.
- Complete redesign of both organizations' collateral pieces, tradeshow materials and digital correspondence.



Launched the Greater Lansing Craft Beverage and Experience Passes to showcase the region and drive visitors to the area's attractions and craft beverage makers.

Partnered with MSU to provide information and resources about the destination to alumni, visiting scholars, new incoming students and their families. Also became an official partner of MSU Athletics.



Published the 2023 Visitor Information Guide.

Use **#LoveLansing** and Follow Us

    

@ChooseLansing

30,045

FACEBOOK FOLLOWERS

1,643,707

PAGE VIEWS
LANSING.ORG

12,010

INSTAGRAM FOLLOWERS



MEMBERSHIP & CTA

The membership team works to engage the local hospitality community to partner with Choose Lansing™.

MEMBER ENGAGEMENT

- 🌟 The Annual Meeting was held in March at the Venue By Eleven 11 Events with more than 160 people in attendance.
- 🌟 In May, Choose Lansing™ hosted its largest ever Member Mixer in conjunction with the Lansing Regional Chamber of Commerce at Jackson Field. More than 250 people attended, half of which were members of Choose Lansing.
- 🌟 Over 125 members and CTAs attended the summer mixer at Lansing Shuffle, and 90 attended the fall mixer at Looking Glass Brewery in DeWitt.



The Grinchmas themed Holiday Showcase had a record 74 member booths showcasing to more than 200 clients and community partners.

96.1%

MEMBERSHIP
RETENTION

614

ACTIVE
MEMBERS

CERTIFIED TOURISM AMBASSADOR PROGRAM

The goal of the Choose Lansing Certified Tourism Ambassador (CTA) Program is to educate front line staff about the region, creating ambassadors that will enhance the visitor experience.

220
NEW CTAS

142% Growth Since 2022



Offered special CTA-only tour at Heritage Hall and the Michigan State Capitol, as well as a behind-the-scenes backstage tour of the Wharton Center. More than 100 CTAs attended these tours.

476
ACTIVE CTAS





DIVERSITY, EQUITY, ACCESSIBILITY & INCLUSION

Choose Lansing™ worked to advance our efforts with Diversity, Equity, Accessibility and Inclusion both for the organization and the hospitality industry.

ACCESSIBILITY

- 🌍 Accessible amenity information for individual businesses was gathered through a research project with MSU's School of Hospitality Business in the summer of 2023. Choose Lansing™ compiled this information into a new accessible travel page at lansing.org and throughout the website via member listings. The new page and information were revealed during the inaugural Tourism Accessibility Summit in October.

DEAI 2023 HIGHLIGHTS

- 🌍 Sponsored local events such as Lansing Pride, Juneteenth and the annual MLK Jr. Day of Celebration.
- 🌍 Implemented monthly team professional development related to DEAI, including capacity building and visits to cultural centers such as Nokomis Learning Center.



TOURISM ACCESSIBILITY SUMMIT

Dozens of hospitality industry professionals gathered at the new AC Hotel by Marriot for Choose Lansing™'s inaugural Tourism Accessibility Summit in October 2023. We were excited to welcome keynote speaker and accessibility advocate Kristy Durso from San Antonio, Texas, as well as two local experts, Cathy Blatnik with the Mid-Michigan Autism Association and Meegan Winters, founder of AbleVu.

MULTI-CULTURAL OFFERINGS

Lansing's rich cultural heritage and pride in its diversity makes it a warm and welcoming community to all who live, work and visit Michigan's Capital region. Lansing's diversity score (according to bestneighborhood.org) is 97 out of 100, making it a standout in comparison to other US cities.



LANSING PRIDE

Lansing Pride is responsible for Lansing's own pride celebration held annually on the 4th weekend in June, bringing together the local LGBTQ+ community and its allies for a vibrant and inclusive festival featuring diverse performances, over 100 vendors and a supportive atmosphere.



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.

\$6,692,094
2023 *Total Revenue*

\$6,481,321
2023 *Total Expenses*

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

2023 Revenue

PA 263

43.30%

PA 25

30.22%

PA 59

17.38%

MEMBERSHIP
DUES

1.33%

SPECIAL
EVENTS/
MISC

7.78%

2023 Expenses

PROMOTIONAL

77.55%

OPERATIONAL

14.21%

ADMINISTRATIVE

8.24%

Bed tax and marketing assessment collection 2023 total: \$6,807,076. This number represents collection from hotel properties in Ingham county and DeWitt, Delta and Windsor townships. Choose Lansing 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.



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.

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:

- ❖ Lansing Art Gallery's ArtPath Project
- ❖ Capital City BMX's Track Installation
- ❖ Capital City Tennis Classic
- ❖ Friends of the River's Rock Lansing Festival
- ❖ Michigan Trapshooting Association's Facility Enhancements
- ❖ Impression 5 Science Center's Scooby-Doo Traveling Exhibit
- ❖ Wharton Center for Performing Arts for Hairspray

TEAM LANSING BOARD OF DIRECTORS

Thomas M. Collins - *Traverse City Leasing, Inc. (Retired) (Chair)*

John E. (Jack) Roberts - *MHSAA (Retired) (Vice-Chair)*

Bonnie Knutson, Ph.D., CTA - *MSU School of Hospitality Business (Secretary / Treasurer)*

Paula Cunningham - *AARP of Michigan*

Julie Pingston, CDME, CMP, CTA - *CEO, Choose Lansing*

Pat Gillespie - *Gillespie Group*

STAFF

ADMINISTRATION, FINANCE & MEMBERSHIP/CTA

Julie Pingston, CDME, CMP, CTA - *President & CEO*

Erik Decker, CTA - *VP Finance & Administration*

Cindy Holmes, CTA - *Administrative Assistant*

Beth Jespersen, CTA - *CRM & Technology Systems Manager*

Anne Lavender, CTA - *Executive Assistant*

Melissa Nay, CTA - *Membership & Community Outreach Manager*

BUSINESS DEVELOPMENT & EVENT SERVICES

David Buckenberger, CDME, CMP, CTA - *Sr. VP Business Development*

Ariel Backus, CMP, CTA - *Sales Manager*

Kristy Doak, CMP, CTA - *Director of Sales for the Lansing Center*

Jenn Morden, CTA, CMP - *Convention Services & Events Manager*

Brandie Putnam, CMP, CTA - *Sr. Convention Services Manager*

Dani Schneider, CTA - *Sales & Services Coordinator*

Elaine Unger, CTA - *Sales Manager*

Stephanie Wohlfert, CMP, CTA - *Senior Sales Manager*

MARKETING COMMUNICATIONS

Tracy Padot, CTA - *VP Marketing Communications*

Adrienne Cooley, CTA - *Manager, Social Media & Communications*

Valeri Gill, CTA - *Manager, Creative Services*

Emily Hedglen, CTA - *Manager, Graphic Design*

Lori Lanspeary, CTA - *Manager of Marketing & Community Engagement*

Amie Lucas, CTA - *Manager, Digital Marketing & Content*

LANSING SPORTS COMMISSION

Meghan Ziehmer, STS, SDLT, CTA - *Executive Director*

Miranda Coleman, STS, CTA - *Sports Services Manager*

Tom Kinder, STS, CTA - *Sports Development Manager*

Barbara Powers-Garmin, CTA - *Sports Event Manager*



BOARDS & COMMITTEES

2023 BOARD OF DIRECTORS

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)*

Kenric Hall, CTA - *Radisson Hotel Lansing*

Tracie Kent, CTA - *Residence Inn & TownePlace Suites – East Lansing*

Gabrielle Lawrence - *Ingham County Board of Commissioners*

Dorothy Maxwell, MPA, CTA - *Max Weingar Group*

Eric Olmscheid - *Wharton Center for Performing Arts*

Rebecca Selesky - *Michigan State University/Kellogg Hotel and Conference Center*

2023 GLCVB BOARD COMMITTEES

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)*

FINANCE COMMITTEE

Kellie Dean - *Dean Transportation (Chair)*

Kenric Hall, CTA - *Radisson Hotel Lansing*

Eric Olmscheid - *Wharton Center for Performing Arts*

GOVERNANCE COMMITTEE

Dorothy Maxwell, MPA, CTA - *Max Weingar Group (Chair)*

Cindy Bowen, CHA, CTA - *Crowne Plaza Lansing West*

Kenric Hall, CTA - *Radisson Hotel Lansing*

Rebecca Selesky - *Michigan State University/Kellogg Hotel and Conference Center*

PUBLIC ACT 25 ADVISORY COMMITTEE

Tracie Kent, CTA - *Residence Inn & TownePlace Suites – East Lansing (Chair)*

Kenric Hall, CTA - *Radisson Hotel Lansing*

Elaine Hardy - *City of East Lansing*

Marcus Kirkpatrick - *Delta Township Parks, Recreation & Cemeteries*

David Lorenz - *Travel Michigan*

Angela McComb, CTA - *Hampton Inn-East Lansing*

Rebecca Selesky - *Michigan State University/Kellogg Hotel and Conference Center*

Eric Sudol, CTA - *East Lansing Marriott*

LODGING ADVISORY BOARD (PA59)

Tracie Kent, CTA - *Residence Inn & TownePlace Suites – East Lansing (Chair)*

Will Cantrell, CTA - *Candlewood Suites Lansing*

Kenric Hall, CTA - *Radisson Lansing Hotel*

Elaine Hardy - *City of East Lansing*

Scott Keith, CTA - *Lansing Entertainment and Public Facilities Authority*

Seth Kesler - *MSU Athletics*

Gabrielle Lawrence - *Ingham County Commissioner*

Angela McComb, CTA - *Hampton Inn-East Lansing*

Julie Mullin, CTA - *Hope Sports Complex*

Rebecca Selesky - *Michigan State University/Kellogg Hotel and Conference Center*

Eric Sudol, CTA - *East Lansing Marriott*

Matt VanAcker - *Michigan State Capitol*

DEAI COMMITTEE

Eric Sudol, CTA, - *East Lansing Marriott (Chair)*

Cheryl Benjamin, CTA - *Time to Travel*

Cathy Blatnik, CTA - *Mid-Michigan Autism Association*

Chaz Carrillo - *Greater Lansing Hispanic Chamber of Commerce*

Elaine Hardy - *DEAI Officer, City of East Lansing*

Dorothy Maxwell, MPA, CTA, - *Max Weingar Group*

Rose Tantraphol - *Moonsail North*

Tristan Wright, CTA - *Lansing Entertainment and Public Facilities Authority*

Choose Lansing Representatives Serving on the Lansing Entertainment & Public Facilities Authority (LEPFA) Board

Kenric Hall, CTA - *Radisson Hotel Lansing*

Eric Sudol, CTA - *East Lansing Marriott*



Choose Lansing™

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