

2019 Annual Report

GREATER LANSING CONVENTION & VISITORS BUREAU



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

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Letter from the President & Board Chair

The following pages highlight the Bureau's accomplishments throughout 2019 and provide an informative look into our organizational mission—to promote the region as a visitor destination to impact the area's economy.

GREATER LANSING—ON THE MOVE

What do you say to community partners when you're celebrating your eighth consecutive year of tourism growth?—quite simply, take a bow.

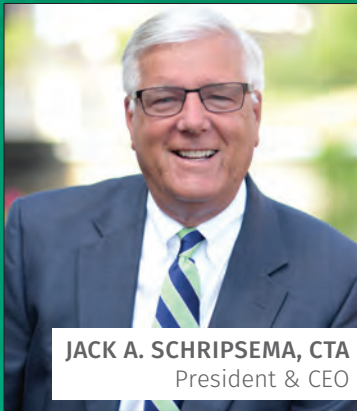
As President and CEO of the Greater Lansing Convention and Visitors Bureau (GLCVB) it is my pleasure to report another strong year for visitation to Michigan's Capital Region. Even with the added inventory of eight new hotels built in the community since 2015, we have continued to drive demand for lodging in the region keeping hotel occupancy at a healthy 61.6% percent. In 2019, just over 1,060,000 hotel rooms were used by visitors, up sixteen thousand rooms from last year's record-breaking year.

GLCVB membership also showed continued growth. Area businesses have taken note of the GLCVB's proven marketing tools to reach visitors and they want to be a part of the momentum. Ninety-one new members were added in 2019, paired with an existing membership retention rate of 94.6%.

Additionally, our sensory-friendly initiative program has continued to grow, making Greater Lansing unquestionably the sensory-friendly destination in the state. The region currently boasts over a dozen local attractions with sensory-friendly programming. The GLCVB sponsored autism education trainings continued in 2019, bringing the total to over 1,000 people trained in the community.

Looking ahead, 2020 is shaping to be a transformational year for Greater Lansing. With skyline changing hotels opening in downtown Lansing and downtown East Lansing, changes positively influencing the visitor experience are everywhere. From the Red Cedar development project, to Heritage Hall at the Capitol building, it appears the time to harvest the rewards from so much hard work, investment and planning is now.

This shared success is a victory for the entire hospitality community and truly shows the commitment and dedication of our GLCVB members, hospitality partners and numerous community stakeholders.



JACK A. SCHRIPEMA, CTA
President & CEO



KENRIC HALL, CTA
2019 Board Chair

2019 BOARD OF DIRECTORS

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

ERIC SUDOL, CTA
Vice-Chair; Marriott East Lansing at University Place

MICHAEL BRAND
Secretary/Treasurer; Wharton Center for Performing Arts

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

CINDY BOWEN, CHA, CTA
Crowne Plaza Lansing West

THOMAS M. COLLINS
Traverse City Leasing, Inc.

KELLIE DEAN
Dean Transportation/Dean Trailways

BARRY FREED, CTA
Art Craft Display, Inc.

KRISTINA REITLER, CMP, CTA
Spartan Hospitality Group

DERRELL SLAUGHTER
Ingham County Commissioner (District 3)

AIMEE WRIGHT, CTA
Quality Suites Hotel

61.6% HOTEL OCCUPANCY

90,370 SECURED HOTEL ROOM NIGHTS

501 CERTIFIED TOURISM AMBASSADORS

86% CTA PROGRAM RENEWAL RATE

574 GLCVB MEMBERS

121 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.



COMING TOGETHER TO COMPLETE A VISION

The Greater Lansing CVB's Faith in the 517 group, along with numerous community partners, worked together to successfully complete the inaugural Faith in the 517 Community Food Pack in November. Thanks to leadership and helping hands from Northpointe Community Church and Lifeline Christian Mission over 500 area volunteers gathered at the Lansing Center and packed 88,000 meals which were donated to the Greater Lansing Food Bank and other food banks in surrounding communities.



55,680
SECURED HOTEL ROOM NIGHTS

470
NEW CONVENTION EVENT OPPORTUNITIES SENT TO PARTNER HOTELS

72%
OF SALES LEADS CONVERTED TO DEFINITE FUTURE BOOKINGS

PARTNER "MEET & EATS" PROGRAM

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



MEETINGS IN THE 517

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 2019.



MONTHLY PARTNER MEETINGS

Community partners and stakeholders met monthly to hear professional presentations on industry issues such as: Work-place stress management, new community economic development and growth, professional LinkedIn sales applications, and "The Super Powers of Selling" featuring national speaker Rachel Sheerin.

KEY GROUPS BOOKED IN 2019 FOR FUTURE EVENTS INCLUDE:

- | | | |
|-----------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------|
| + Michigan Department of Corrections | + Spartan Motors (Chassis), Inc. | + Michigan Science Teachers Association |
| + Michigan Nursery & Landscape Association | + Michigan Junior Livestock Society | + Community Mental Health Association of Michigan |
| + School Nutrition Association of Michigan | + Michigan Christian Homeschool Network | + County Road Association of Michigan |
| + Michigan High School Football Coaches Association | + Michigan Statewide Ministries | + Health Care Association of Michigan |
| + Michigan Apprenticeship Steering Committee | + YMCA Michigan Youth in Government | + Michigan Department of Agriculture and Rural Development |
| + Kellogg Company | + Michigan Association of Treatment Court Professionals | + Destination Imagination |
| + Institute of Electrical and Electronic Engineers | + Michigan Future Farmers of America Association | |

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.



A PACKED HOUSE & CHEERING FOR MORE

For a dozen years the GLSA has been busy not only bringing sports events to town, but also providing the kind of support that makes groups want to return. This approach is a point of pride for the organization—packing our community to its limit with sports events. In 2019 the GLSA hosted 111 events, the most in its history, and the list of returning events grows larger every year. Partnerships with NUWAY Wrestling, the USA High School Clay Target League and US Figure Skating have turned successful competitions into much welcomed repeat events. The same can be said for the 2019 NCAA D1 Women’s Golf Regional Championship event held at Forest Akers in May, as NCAA golf returns in 2020 for the Division 1 Men’s Golf Regional. Significant work was also done in 2019 to bring new events to the region including the 2020 international Ice Hockey Federation 18U Pre-Camp and the high profile 2020 USA Softball Stand Beside Her Tour. Will these events become future repeat events? That is the GLSA’s sincere hope, but it might just make sports in the Greater Lansing area standing room only.

68,909

ATHLETES

34,690

TRACKED HOTEL
ROOM NIGHTS

285,107

SPECTATORS

111

EVENTS

EVENTS SECURED IN 2019:

- + USA Softball—Stand Beside Her National Team Tour Stop
- + International Ice Hockey Federation—Men’s U18 Worlds Pre-Camp
- + GLIAC Baseball Championship
- + NJCAA Region XII Bowling Championships



CLAY TARGET SHOOTING

The GLSA has hosted the USA High School Clay Target League National Championships in the Lansing community since its inception in 2018 and worked to secure the event again for 2019. The event takes place at the Michigan Trapshooting Association in Mason—the fourth largest trapshooting grounds in the country. The event brings over 2000 shooters plus their families.



GREAT LAKES LACROSSE INVITATIONAL

The Great Lakes Lacrosse Invitational was held at Hope Sports Complex and drew in college lacrosse coaches from top programs to scout teams from throughout the Midwest as well as Colorado, New York, Texas, Wisconsin, Kansas and more.



NCAA GOLF

The NCAA D1 Women’s Golf Regional Championship was held at Forest Akers, the first of three NCAA Golf events for our community. These events were brought to the community through a valuable partnership with MSU and Olivet College.

GRAND RIVER RUMBLE

The Grand River Rumble is a top youth wrestling tournament in the Midwest which will draw over 3,000 wrestlers and their family and fans from across the country to Greater Lansing for best-of-class competition for divisions from 9 and under to 18+. This premium competition was held at the Lansing Center.



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.



CONTENT IS KING

In 2019 social media continued to be the leading vehicle for GLCVB brand awareness and messaging. The GLCVB knows that the key to standing out from the crowd is not just your presence on the key social media outlets, but the quality of the content on the website to which your social media outlets are connected. The Marketing Communications team wrote and distributed unique content for blogs, social media posts, website copy, as well as, worked to spark connectivity with influencers and more. Specific tactics included using a mix of paid and organic messaging to increase interest in Greater Lansing for a long weekend getaway, to position GLCVB sales managers as experts in the industry and to highlight the GLSA's successful sports tournaments and announce upcoming events. Sixty-eight new blogs were created for the year, generating a 69.63% increase in blog page views on lansing.org compared to 2018.



BE A TOURIST IN YOUR OWN TOWN CELEBRATES 25 YEAR ANNIVERSARY

In 2019 Be A Tourist celebrated its 25th Anniversary by opening the doors to over 110 attractions on Saturday, June 1st. There were over 15 new attractions participating in 2019, like MSU Broad Art Lab, R.J. Scheffel Toy Shop and the new Launch Trampoline Park. Participants also had more ways to win with the grand prize of a \$1,500 travel voucher from the Capital Region International Airport.



2019 GREATER LANSING 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. Over 110,000 visitor guides were distributed in 2019.

GLCVB WEBSITE—LANSING.ORG

The GLCVB website saw a 15% increase in traffic over 2019, ending the year with 628,955 views. Nearly 70% of the total audience engaged with the site from a mobile device.

628,955 WEB HITS

114,238 BLOG VIEWS

24,652 FACEBOOK FOLLOWERS

5,489 INSTAGRAM FOLLOWERS

398,253 SNAPCHAT GEO-FILTER IMPRESSIONS

12,231 YOUTUBE VIEWS

Visitor Services

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



Groundbreaking Placemaking

Placemaking is a hot term in tourism, but in Greater Lansing it's more than a word—it's a kickoff for an action plan. In 2019 the GLCVB, through the Team Lansing Foundation, was proud to be involved with the development of Rotary Park in downtown Lansing. The project transformed a high-profile area of the riverfront from an unremarkable open space to a true downtown destination gathering place. Features of Rotary Park include a new ADA kayak launch, a beach, sun sails and umbrella tables, a vibrant plaza with a large outdoor fireplace, a lighted forest and a new venue for small concerts and events under the Shiawassee Street bridge, specifically sponsored by the Team Lansing Foundation. The \$1.8 million park project serves as a key component of revitalizing Lansing's riverfront area for residents and visitors alike.

Major Events Hosted in 2019:

- + Michigan High School Football Coaches Association – January
- + Michigan Nursery & Landscape Association – January
- + Michigan Veterinary Conference – January
- + Michigan Association of Treatment Court Professionals – March
- + Odyssey of the Mind – May
- + North American Particle Accelerator Conference – August/September
- + Great Lakes Association of College & University Housing Officials – October

Old US 27 Motor Tour

The GLCVB hosted the 13th annual Old US 27 Motor Tour in downtown DeWitt. Approximately 150 cars from around the Midwest participated in the event.



Sensory-Friendly Initiative

Greater Lansing's Sensory Friendly initiative continued its goal of becoming "Michigan's most sensory friendly destination." New initiatives involved programming at more local attractions and over 150 people went through the autism education training bringing the total to over 1,000 people trained. The program was honored with a Governor's Award for Innovative Tourism Collaboration and a PACE Award for Excellence in Community Relations.



Go Green, Go White!

The GLCVB participated at Michigan State's Green and White Days, New Faculty Orientation and International Student Orientation. The events offered an opportunity to promote the region to prospective students and families. The GLCVB's dedicated webpage for parents of incoming freshman garnered 1,349 web sessions.



Spartan Spirit Tailgate

The GLCVB Tailgate Event was held on September 14th during the Arizona State game. Approximately 132 clients and community partners cheered on the Spartans.



1,000+

HOSPITALITY & TOURISM STAFF PROVIDED ASD TRAINING

2,994

WEB HITS ON SENSORY-FRIENDLY MICROSITE

Membership

574 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 \$117,490 with a total of 50 ads. The goal for 2019 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 2019, the Visitor Center offered special events during Be A Tourist in Your Own Town, East Lansing’s Great Pumpkin Walk and welcomed over 1,400 guests in 2019.



MEMBERSHIP RENEWALS & ADDITIONS

In 2019 the GLCVB added 91 new members bringing the total membership to 574. The retention rate remained very strong at 94.6%.



GLCVB’S HOLIDAY SHOWCASE

Held on December 2nd 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.

MEMBERSHIP SOCIALS

- + March Madness Mixer at Quality Suites Hotel
- + Annual Meeting at the University Club of MSU
- + Summer Mixer at Eagle Monk
- + Fall Mixer at The Grid in Old Town

Finance & Administration

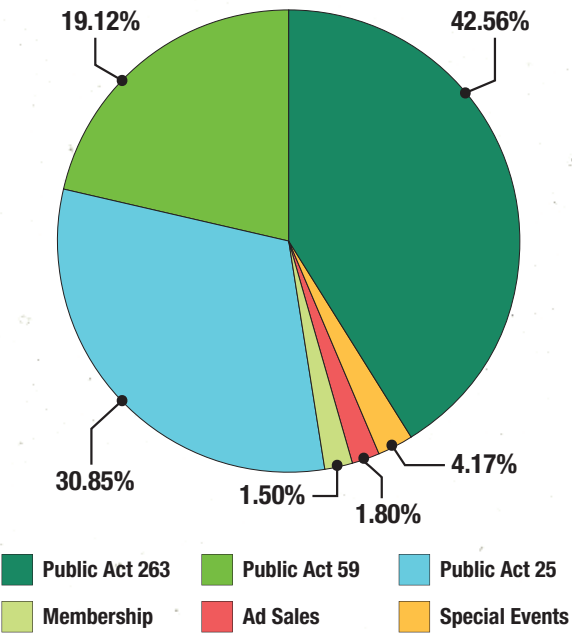
Finance directs the day-to-day financial and accounting functions. Administration provides all other departments with the support services needed to operate efficiently.

2019 REVENUE TOTAL: \$6,129,827*

PA 263	PA 59	PA 25
42.56%	19.12%	30.85%
Ingham County	Delta Township DeWitt Township Windsor Township	Greater Lansing Area
MEMBERSHIP DUES	ADVERTISING SALES	SPECIAL EVENTS/MISC
1.50%	1.80%	4.17%

*Bed Tax And Marketing Assessment collection history 2019 total: \$6,323,849. 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.

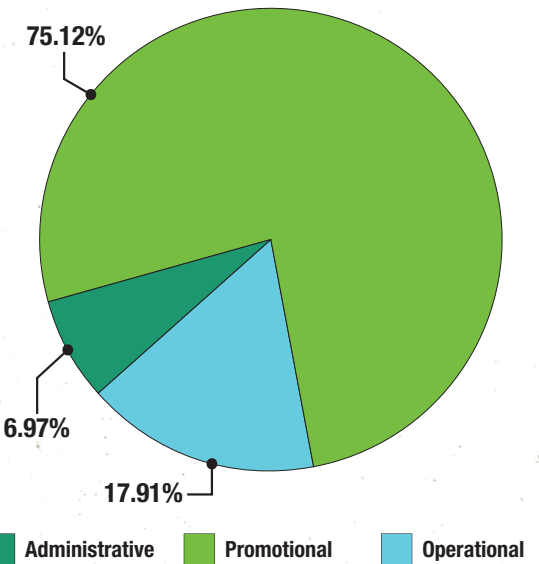
2019 REVENUE TOTAL



2019 EXPENSES TOTAL: \$6,037,448

ADMINISTRATIVE	PROMOTIONAL	OPERATIONAL
6.97%	75.12%	17.91%

2019 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.

501

ACTIVE CTAS
IN 2019

118

NEW CTAS
ENROLLED
IN 2019

12

CTA CLASSES
HELD IN 2019

CERTIFIED TOURISM AMBASSADOR PROGRAM

- + A total of 1,531 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in fourth quarter 2010. At the end of 2019, we have 501 active CTAs and the renewal rate for 2019 was 86%.
- + CTAs participated in the GLCVB’s Annual Meeting held at the University Club. Barbara and John Rossi received the Star Award as the CTA of the Year for their ongoing service to BATYOT and the community.
- + Grants were awarded to: USA Softball National Team Event, Wharton Center for Performing Arts (Aladdin), Impression 5 Science Center (Great Lakes Ice Age), Lansing Art Gallery & Education Center (ARTpath 2019), Mount Hope Park, Lansing Art Gallery & Education Center (ARTpath 2020).
- + The Team Lansing Foundation partnered with the Capital City River Run to raise funds to support development grants within the community.



2019 FOUNDATION BOARD MEMBERS

THOMAS 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 Conventions & Visitors Bureau

PAULA CUNNINGHAM
AARP of Michigan

PAT GILLESPIE
Gillespie Group

JACK ROBERTS
Former Executive Director of MHSAA

2019 Finance Committee

Michael Brand
Chair.....Wharton Center for Performing Arts

Barry Freed, CTA.....Art Craft Display, Inc.

Dorothy E. Maxwell, MPA, CTA.....Max Weingar Group

Derrell Slaughter.....Ingham County Commissioner (District 3)

Aimee Wright, CTA.....Quality Suites Hotel

2019 Joint Lodging Advisory Group

Cindy L. Bowen, CHA, CTA,
Chair.....Crowne Plaza Lansing West

Will Cantrell, CTA.....Candlewood Suites Lansing

Kenric Hall, CTA.....Radisson Hotel Lansing at the Capitol

Elaine Hardy.....East Lansing Hannah Community Center

Tracie Kent, CTA.....Residence Inn & Towneplace Suites East Lansing

Marcus Kirkpatrick.....Delta Township Park and Recreation

Erik Larson, CTA.....Impression 5 Science Center

David Lorenz.....Travel Michigan

Julie Mullin.....Hope Sports Complex

Kristina Reitler.....Kellogg Hotel & Conference Center

Eric Sudol, CTA.....Marriott East Lansing at University Place

Matt VanAcker.....Michigan State Capitol

Aimee Wright, CTA.....Quality Suites Hotel

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 Bückenberger, CDME, CMP, CTA.....Senior Vice President of Business Development
- + 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
- + Hannah Kroll, 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, CSEE, 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

