



Plan On Something **Greater**

## **MEMBERSHIP INFORMATION**



## MEET YOUR Membership Team

The Greater Lansing Community is a special place; full of one-of-a-kind businesses and warm Midwestern hospitality. We look forward to a successful partnership with you!

### **Mission:**

The mission is to positively impact our community's quality of life by developing the region as a visitor destination.

### **Vision:**

The vision of Choose Lansing™ is to inspire everyone to celebrate and love Greater Lansing as much as we do!

Choose   
**LANSING**  
Plan On Something Greater

      [Lansing.org](http://Lansing.org)

Choose Lansing™ invites you to partner with us in advancing the vision of the Lansing region as a desirable community to work, live and visit. Choose Lansing™ membership provides access to more than 5.3 million visitors each year. Our networking events provide members the opportunity to showcase your business and meet new prospects. Together, we can help you meet your business objectives and positively impact the area's economy.

Thank you for your interest in becoming a member of Choose Lansing™.



*Julie Pingston*

**Julie Pingston**

CDME, CMP, CTA  
President & CEO

On behalf of Choose Lansing™ and the entire hospitality community, I want to thank you for your time and consideration.

Our main goal as a destination marketing organization is to attract leisure and business visitors to the region. These out-of-town guests are your ideal customers.

In the following pages you will find valuable information on why a membership with Choose Lansing™ will greatly impact your business and help promote the Greater Lansing region as a great destination to visit. If there is any additional information you would like, or questions you need answered, please contact me at (517) 377-1410 or [mnay@lansing.org](mailto:mnay@lansing.org)



*Melissa Nay*

**Melissa Nay**

CTA  
Membership and Community Outreach Manager

 517-377-1410  [mnay@lansing.org](mailto:mnay@lansing.org)



# WHO? ARE WE?

Choose Lansing™ is a regional, non-profit entity focused on bringing visitors of all kinds to the tri-county area. Also known as a Destination Marketing Organization (DMO), Choose Lansing™ works with local hospitality partners to promote the Greater Lansing region to meeting and event planners, sports tournament directors, as well as leisure travelers.

With over 60 years of experience in promoting Michigan's Capital City to the visiting public, Choose Lansing™ has established itself as an economic catalyst and resource for tourists and residents alike.

## VISITOR IMPACT ON GREATER LANSING

Tourism Counts in Greater Lansing! A Choose Lansing™ membership won't just help strengthen local tourism; it will strengthen your business! Each year, 5.3 million visitors spend more than \$682 million on lodging, meals and shopping in the Greater Lansing region (*see infographic on right*). Reach them with an affordable membership which offers you exposure in promotional materials and numerous networking opportunities every year.

**Do the math and it's easy to see—**

**Tourism Counts in Greater Lansing!**

5.3 Million Annual Visitors

\$682 Million in Direct Spending

11,000 Local Jobs

**TOURISM COUNTS!**



**WHEN PEOPLE SPEND MONEY HERE,**

**WHERE DOES IT GO?**

Each year the Greater Lansing region welcomes  
**5.3 million visitors!**



Visitor spending generates over  
**\$682 million dollars**  
in economic impact each year!

**TOURISM COUNTS FOR YOU!**

You can be a vital part of some very important local economic development. Every visitor leaves behind money and takes with them positive impressions of Greater Lansing that they can share with others. By becoming a CTA you can turn every visitor experience into a positive one!

*\*From the Anderson Economic Group.*



# WHY JOIN?

Because your membership will help us promote the Greater Lansing region as an excellent place to shop, dine, play and explore to the 5.3 million annual visitors, which helps generate over \$682 million in local economic impact. And receive these outstanding member benefits:



## Business Listing on our Two Mobile Friendly Websites [Lansing.org](http://Lansing.org) and [LansingSports.org](http://LansingSports.org)

- Upload photos, coupons, discounts, special offers and packages.
- A link to your web site.
- Linked to our site which improves your SEO.



## Choose Lansing™ Member eNewsletter

- A monthly digital communication to members containing Choose Lansing™ and local hospitality news, upcoming member events, a regional convention calendar and much more.



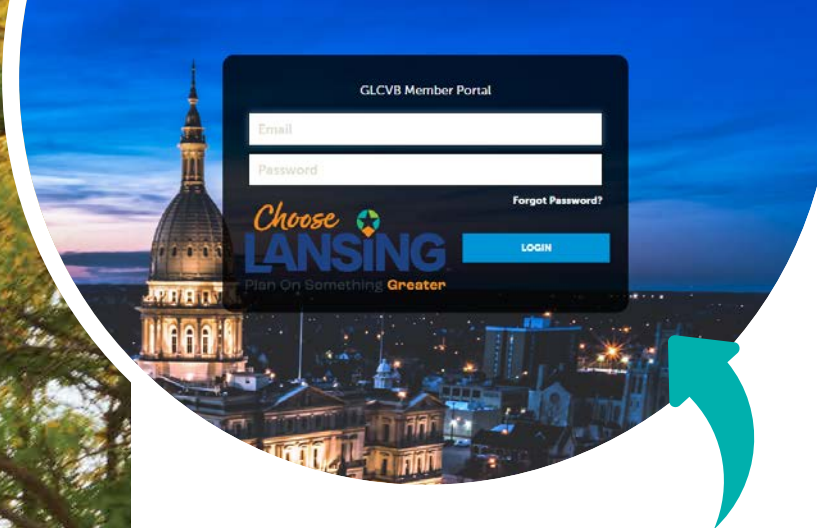
## QR Links in the Visitor Inspiration Guide

- This is Choose Lansing™'s premier marketing publication. The Visitor Inspiration Guide is designed to promote the Greater Lansing area to visitors, meeting planners, tour operators, convention delegates and residents. Choose Lansing™ hospitality members receive mentions and links to listings on [lansing.org](http://lansing.org) via QR Code.



## Visitor Center in downtown Lansing

- Placement of your business brochures for distribution for hospitality members.
- Information booth at Lansing Center staffed for large conventions by Choose Lansing™, with referrals to local members.



## Access to the Confidential Convention Calendar

- Listing of upcoming meetings/convention/sporting events.
- Promote your business directly to event planners coming to town.



## Referrals and Sales Leads for Hotels & Meeting Facilities

- Choose Lansing™ makes referrals on behalf of members for products, meeting venues, and services needed by visiting groups. Regularly, member information is distributed at major conventions, events and trade shows



## Signature Events

- **Educational Seminars & Networking socials.**
- **Members Only Facebook Page**, a place to share your events and learn about tours. Tag us on your post for likes and shares.
- **Choose Lansing™ Welcome Signs** are provided to you as a member benefit. These can be displayed at your front entrance. Each month we send inserts, welcoming groups and sporting events to Greater Lansing.
- **Choose Lansing™ Annual Meeting.**
- **Choose Lansing™ Annual Holiday Showcase Event.**
- **So much more!**





# MEMBERSHIP Rates & Prorated Dues

## MEMBERSHIP INVESTMENT

(Membership investment is classified as a tax deductible business expense.)

General (up to 49 employees)	\$250
Corporate (50–199 employees)	\$400
Corporate (200+ employees)	\$650
Additional Location(s) (additional business owned by same firm)	\$125
Non-Profit	\$125
Member of Merchant Association (under 25 employees only)	\$125*

\*Valid Association memberships for 50% off dues: Mason Area Chamber of Commerce, Old Town Commercial Association, REO Commercial Association, Lansing Regional Chamber of Commerce, Downtown Lansing Inc, Williamston Chamber of Commerce, Grand Ledge Chamber of Commerce, East Lansing Downtown Management Board and Delta Side Business Association.

## PRORATED DUES

(Dues are prorated based on the month joined. Membership renews in July each year.)

JOIN DATE	\$125	\$200	\$250	\$400	\$650	DEFER #
JULY	125.00	200.00	250.00	400.00	650.00	12
AUGUST	114.60	183.35	229.15	366.65	595.85	11
SEPTEMBER	104.15	166.65	208.35	333.35	541.65	10
OCTOBER	93.75	150.00	187.50	300.00	487.50	9
NOVEMBER	83.35	133.35	166.65	266.65	433.35	8
DECEMBER	72.90	116.65	145.85	233.35	379.15	7
JANUARY	187.50	300.00	375.00	600.00	975.00	18
FEBRUARY	177.10	283.35	354.15	566.65	920.85	17
MARCH	166.65	266.65	333.35	533.35	866.65	16
APRIL	156.25	250.00	312.50	500.00	812.50	15
MAY	145.85	233.35	291.65	466.65	758.35	14
JUNE	135.40	216.65	270.85	433.35	704.15	13



## EXPAND YOUR HORIZONS, BECOME A CTA



The Greater Lansing Certified Tourism Ambassador Program is a nationally recognized program focused on equipping area residents and hospitality staff with best-of-class customer service skills and a detailed knowledge of the many assets in the region.

*Tourism counts—and so do great first and last impressions!*

What separates the Greater Lansing Certified Tourism Ambassador program from other training programs is that it’s a certification program designed to enhance the visitor experience in our community. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person’s name to denote as a *Certified Tourism Ambassador™* (CTA).

## WHAT’S IN IT FOR ME?

- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice and updates
- Rewards and incentives

## REGISTER FOR YOUR CTA CLASS TODAY!

For just \$20 participants take a half day course and then an open book exam to become a CTA. This well-recognized designation comes with a stylized lapel pin and a lot of new-found pride in the region.



*“I love being a CTA in Greater Lansing. It helps me open doors and showcase all that is wonderful about this community to everyone I meet!”*

**Heather Copper Kim, CTA**  
 Producer,  
 Rathburn Insurance  
 Greater Lansing  
 CTA of the Year



Scan this QR Code to learn more about our CTA program.



# Q&A

## HOW DOES CHOOSE LANSING™ HELP DRAW VISITATION TO THE REGION?

When individuals are considering a meeting, event or even a day trip to Greater Lansing, Choose Lansing™ is there to act as community concierge, working to ensure a first-rate visit. By leveraging key print and digital promotional materials, Choose Lansing™ communicates the region's many assets.

## HOW IS CHOOSE LANSING™ DIFFERENT FROM A CHAMBER OF COMMERCE OR ECONOMIC DEVELOPMENT CORPORATION?

Unlike a Chamber of Commerce or a local economic development entity, Choose Lansing™ is dedicated solely to visitors to the region and the unique impact they provide to the local economy. While new business development in the community is critical, drawing in out-of-town customers is also vital. For example, visitors to the region account for 17% of all Greater Lansing restaurant sales—that's \$143 million dollars every year.

## HOW IS CHOOSE LANSING™ FUNDED?

Choose Lansing™ is funded through marketing assessments/occupancy taxes (taxes people pay when they stay in a Greater Lansing hotel room) and membership dues. No regular city or state tax paid by residents goes to fund the organization in any way.



## KEY COMPONENTS OF CHOOSE LANSING™



### LANSING SPORTS COMMISSION™

The LSC is a division of Choose Lansing™ and works to develop local sports tournaments and events as well as draw athletic events into the community. Youth and adult sports tournaments of every kind use regional athletic venues and buy local goods and services.

[LANSINGSPORTS.ORG](https://lansingsports.org)  
#LANSINGSPORTS



### THE TEAM LANSING FOUNDATION

The Team Lansing Foundation is the charitable arm of Choose Lansing™. With its 501(c)(3) tax status, the Foundation works to raise funds for regional destination development. This development can mean any and all things that help make Greater Lansing a better place to visit.

## WHO ARE YOUR MEMBERS?

Any Greater Lansing business can join Choose Lansing™, but most of Choose Lansing™'s members offer products and services that appeal to visitors; hotels, restaurants, shopping centers, attractions, golf courses and more.

## WHAT RESOURCES DOES CHOOSE LANSING™ PROVIDE TO LEISURE TRAVELERS?

Choose Lansing™ provides several key resources to visitors and area residents alike. The Lansing Visitor Inspiration Guide is a printed piece full of area festivals and all there is to see and do in the area. Our award winning, and mobile friendly website [LANSING.ORG](https://lansing.org) is a solid online resource for events, attractions, dining, nightlife and more.

## WHAT RESOURCES DO CHOOSE LANSING™ AND THE LANSING SPORTS COMMISSION™ OFFER CONFERENCE AND SPORTING GROUPS?

Choose Lansing™ and the Lansing Sports Commission™ (LSC) roll out the red carpet to make meeting and sports groups feel welcome and to ensure a productive event. From coordination of property bids to site tours to pre-promotion, registration services, welcome bags and endless restaurant and attraction recommendations Choose Lansing™ works to make visiting groups see Greater Lansing as a home away from home.



Choose Lansing™ is the Destination Marketing Organization for the **Greater Lansing** region.

 500 E. Michigan Ave., Ste. 180, Lansing, MI 48912 |  517.487.0077 |  [Lansing.org](http://Lansing.org) | [#LoveLansing](https://www.instagram.com/LoveLansing)