

Greater Lansing Convention & Visitors Bureau **MEMBERSHIP INFORMATION**



517.377.1410
www.LANSING.org



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

Vision:

To inspire visitors and community partners to love Greater Lansing as much as we do.

The Greater Lansing Convention & Visitors Bureau (GLCVB) invites you to partner with us in advancing the vision of the Lansing region as a desirable community to work, live and visit. GLCVB membership provides access to more than 4.8 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 the Greater Lansing Convention & Visitors Bureau.



Jack Schripsema, CTA
President

On behalf of the GLCVB 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 the GLCVB 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



Melissa Nay, CTA
Membership Manager

(517) 377-1410 | mnay@lansing.org

WHO ARE WE?

The Greater Lansing Convention and Visitors Bureau (GLCVB) 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), the GLCVB 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 nearly 60 years of experience in promoting Michigan's Capital City to the visiting public, the GLCVB 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 GLCVB membership won't just help strengthen local tourism; it will strengthen your business! Each year, 4.8 million visitors spend more than \$602 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!

4.8 Million Annual Visitors

+ \$602 Million in Economic Impact

11,000 Local Jobs

TOURISM COUNTS!

WHEN PEOPLE SPEND MONEY HERE,

WHERE DOES IT GO?

Each year the Greater Lansing region welcomes
4.8 million visitors!



They spend money on transportation, to get here and to get around.



Once they arrive visitors inject new money into our economy by staying in hotels, eating in restaurants, shopping, visiting attractions and attending sporting events.



Visitor spending generates over
\$336 million dollars
in revenue for Greater Lansing residents!

TOURISM COUNTS FOR YOU!

You can be a vital part of some very important local economic development. Every convention attendee and visiting family leaves behind money and takes with them positive impressions of Greater Lansing that they can share with others. These are your future customers!

*From the Smith Travel Research Report.

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 4.8 million annual visitors, which helps generate over \$600 million in local economic impact. And receive these outstanding member benefits:



Business Listing on our Mobile Friendly Websites www.lansing.org and www.lansingsports.org

- Upload photos, coupons, discounts, special offers and packages.
- A link to your web site.
- Over 400,000 unique visitors with 600,000 visits each year.



Social Media

- Tag on GLCVB's Facebook, Pinterest, Instagram, Twitter or YouTube and we will like and/or share your post.
- Join our members only Facebook page to share your events.



The GLCVB Member eNewsletter

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



Listing in the Visitor Guide

- This is the GLCVB's premier marketing publication. It is an annual, four-color print publication with a circulation of 120,000 copies. The Visitor Guide is designed to promote the Greater Lansing area to visitors, meeting planners, tour operators, convention delegates and residents. GLCVB hospitality members receive a listing in the Guide (determined by the editor) and members can purchase advertising placements. All GLCVB members have access to a supply of the publication for distribution.



Two area Visitors Centers in downtown Lansing and East Lansing

- Placement of your business brochures for distribution for hospitality members.



Restaurant Reservation Booth at the Lansing Center

- The booth displays menus from participating member restaurants and makes reservations on behalf of the guest.



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

- The GLCVB 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



Member Programs

- Educational Seminars & Networking socials.
- *GLCVB 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.
- *Be a Tourist in Your Own Town* is a family event held each year that highlights attractions and services in Greater Lansing.
- *GLCVB Annual Holiday Showcase Event* is held in December and is designed to allow hospitality-focused members to meet directly with meeting planners to showcase their goods and services in a trade show type venue.
- *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+ employees)	\$400
Corporate (200+ employees)	\$650
Associate Membership (additional business owned by same firm)	\$125
Non-Profit/Seasonal (25 or fewer employees)	\$125
Merchant Association Member (25 or fewer employees)	\$125
Restaurant/Lounges	
Deli/Quick Serve/Casual	\$125
Bar and Grill/Family	\$200
Fine Dining	\$250
Food Truck	\$75
Hotel/Motel/Bed and Breakfast	\$250
Hotels with more than 25 rooms add:	
\$2.50 per room	
\$1.00 per room—food and beverage annually	
\$1.00 per room annually if banquet facility	

PRORATED DUES

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

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

GREATER LANSING

Programs

CERTIFIED TOURISM AMBASSADOR (CTA) PROGRAM

The CTA program equips residents in front-line hospitality and tourism-related positions with a more in-depth knowledge of the area’s many assets so they may help create a more positive and memorable visitor experience. Becoming a CTA is easy. Just one, four-hour class is all it takes. To learn more and to see a list of scheduled classes, visit www.lansing.org/cta.

Become a Certified Tourism Ambassador!

In 2010, the GLCVB, along with the Team Lansing Foundation, launched a program dedicated to improving the visitor experience in the region (the first of its kind in Michigan). 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 impressions!

Register for your CTA class today!

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



BECOME A COMMUNITY CHAMPION

What is a Community Champion? Ask yourself—do you belong to a club, team, or organization that could host an event in Greater Lansing? If so, you may be our next Community Champion!

By assisting the Greater Lansing Convention & Visitors Bureau in securing meetings, conventions, sports tournaments or other events for the Greater Lansing region you are helping to keep jobs and millions of dollars of economic impact in your own community.

Hometown meetings make good ‘cents’.
Have a conference or event in mind?

Connect with Amanda Toy today!
517.377.1405 | Champion@lansing.org



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

Joyce Grinczel, CTA
2017 Greater Lansing CTA of the Year
Relocation Specialist
Dart Container

Q&A?

HOW DOES THE GLCVB HELP DRAW VISITATION TO THE REGION?

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

HOW IS A CVB DIFFERENT FROM A CHAMBER OF COMMERCE OR ECONOMIC DEVELOPMENT CORPORATION?

Unlike a Chamber of Commerce or a local economic development entity, the GLCVB 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 THE GLCVB FUNDED?

The Greater Lansing CVB 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 THE GLCVB



THE GREATER LANSING SPORTS AUTHORITY

The GLSA is a division of the GLCVB 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.

www.lansingsports.org



THE TEAM LANSING FOUNDATION

The Team Lansing Foundation is the charitable arm of the GLCVB. 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 the GLCVB, but most of the GLCVB's members offer products and services that appeal to visitors; hotels, restaurants, shopping centers, attractions, golf courses and more.

WHAT RESOURCES DOES THE GLCVB PROVIDE TO LEISURE TRAVELERS?

The GLCVB provides several key resources to visitors and area residents alike. The Greater Lansing Visitor 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 www.lansing.org is a solid online resource for events, attractions, dining, nightlife and more.

WHAT RESOURCES DO THE GLCVB AND GLSA OFFER CONFERENCE AND SPORTING GROUPS?

The GLCVB and the Greater Lansing Sports Authority (GLSA) 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 the GLCVB works to make visiting groups see Greater Lansing as a home away from home.

