

2013

ANNUAL REPORT

GREATER LANSING CONVENTION & VISITORS BUREAU





WHAT'S INSIDE?

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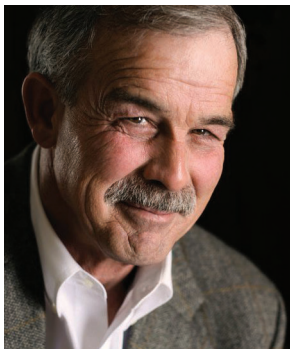
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LETTER FROM THE PRESIDENT & BOARD CHAIR

The mission of the Greater Lansing Convention and Visitors Bureau (GLCVB) is to positively impact the area's economy by marketing the region as a travel destination.



Jack A. Schripsema, CTA
President & CEO



Barry Freed, CTA
2013 Board Chair

The following pages highlight the Bureau's accomplishments over the course of 2013 and give a deeper look into our organizational mission - marketing and selling the Greater Lansing region as a travel destination.

We're pleased to announce the GLCVB had another productive year accomplishing numerous key goals and having made a significant impact on the Capital region. The GLCVB destination sales department and Greater Lansing Sports Authority both surpassed their aggressive room night goals for the year. For the first time ever, the GLCVB contracted with a satellite destination sales office based in Chicago to increase our influence in national and regional group business. The Bureau took some bold new steps to increase leisure visitation to the region and increase awareness of Greater Lansing as a whole. The year brought with it record-breaking percentages for both GLCVB member retention and renewals in our highly-successful Greater Lansing Certified Tourism Ambassador program. Lastly, the GLCVB was excited to announce the launch of our Greater Lansing Community Champions program.

As always, this year's accomplishments would not have been possible without the collaboration and support of you – our Bureau members, hospitality partners and community stakeholders. We encourage you to take a moment to review the accomplishments outlined in the following pages. It is our hope that the past year's successes and bright spots will inspire and engage the region as we move forward into 2014.

2013 BOARD OF DIRECTORS

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

Dorothy E. Maxwell, MPA, CTA
Max Weingar Group
Vice-Chair

Mike Rice, CHA, CTA
Lansing Quality Suites Hotel
Secretary/Treasurer

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

Mark Alley, CTA
Emergent BioSolutions

Thomas M. Collins
Traverse City Leasing, Inc.

Debbie De Leon
Ingham County Commissioner

Kellie Dean
Dean Transportation/
Dean Trailways

Joel Heberlein, CHA, CTA
Spartan Hospitality Group,
Michigan State University

Eric Sudol, CTA
East Lansing Marriott at
University Place

Dale F. Feldpausch, CPA
Capital Region International Airport

BUREAU HIGHLIGHTS

DELIVERING ON OUR MISSION...

The Greater Lansing Convention & Visitors Bureau experienced numerous successes in 2013, bringing with them positive economic impact for the community for today and into the future.

The destination sales department achieved its room night goal, securing a total of 36,668 room nights, generating an estimated \$9,344,000 in economic impact. (See page 4.) The GLSA also exceeded its 2013 room night goal, securing 23,750 room nights, generating an estimated \$6 million in economic impact. (See page 6.)

In an effort to create solid research benchmarks for future growth, the GLCVB engaged faculty at Michigan State University to assess the current status of, and future potential for, tourism development in the tri-county region. (Read more on page 7.)

The GLSA experienced another highly productive year at many levels. Thousands visited the region for the Midwestern Sectional Figure Skating Championships, the last US Figure Skating event before the National Championships and the highly-anticipated Winter Olympic Games in Sochi, Russia. The GLSA also joined in with developers and community stakeholders to breathe new life into long-time local athletic community asset, Hope Sports Complex, lighting the lamp for a bright future of first-rate tournament play on the newly-redeveloped site. (Learn more on page 5.)

A total of 769 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in fourth quarter 2010. At the end of 2013, we had 430 active CTAs and the renewal rate for 2013 was 74% - over 20% higher than the national average. (See page 13.)



Dr. Sarah Nicholls from MSU, spoke at a press conference to discuss the future of tourism in Greater Lansing.



The Midwestern Sectional Figure Skating Championships stopped in East Lansing on the road to the 2014 Winter Olympic Games.



Throughout Greater Lansing, dedicated CTAs went the extra mile to ensure first-rate guest service.



RETURN ON INVESTMENT

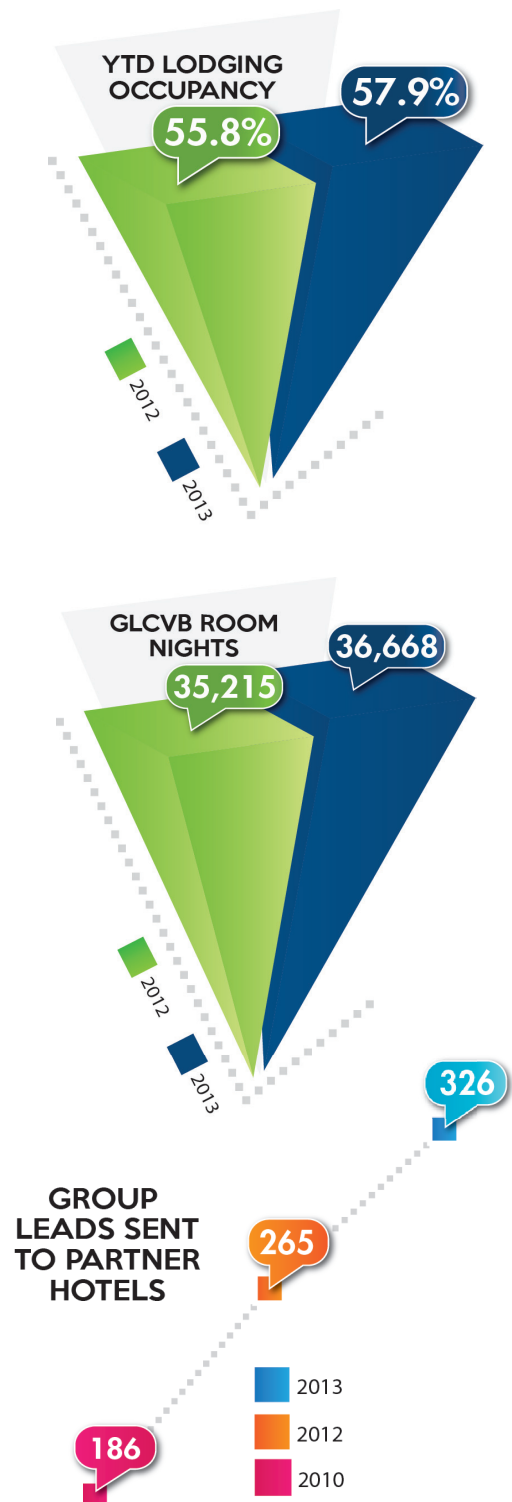
The Greater Lansing region experienced some encouraging recovery in 2013 in several notable areas. Mid-Michigan saw a 3.4% increase in year-to-date area lodging occupancy, posting a rate of 57.9%, up from 55.8% in 2012, according to Smith Travel Research (STR) data. As an additional sign of forward progress, Greater Lansing outpaced the State of Michigan in year-to-date lodging occupancy for the first time since 2011. Greater Lansing also experienced over a 4.5 % increase in Average Daily Rate (ADR) for hotel rooms throughout the region. That increase in ADR, coupled with the increase in occupancy, helped the GLCVB reach record numbers in 2013.

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.

TOP ACCOMPLISHMENTS

- The sales department achieved its room night goal, securing a total of 36,668 room nights, generating an estimated \$9,344,000 in economic impact.
- Sales managers sent out 326 group leads to partner hotels, representing a 23% increase over 2012 and a 75% increase over 2010.
- The sales department hosted several successful client events including: the inaugural Winter Client Bowling event, a client hospitality suite at the Common Ground music festival and chartered clients to the Michigan Society of Association Executives "Diamond Awards" in the "Lansing-wrapped" motorcoach.
- The sales department continued to strengthen the partnership with the Lansing Center by booking over 17,500 future room night commitments.
- The Bureau initiated a new regional and national sales campaign by hiring a new sales staff representative with Camile & Associates to serve as the GLCVB's Midwest/Chicago based sales office.
- Association sales manager, Amanda Toy, was awarded the Michigan Society of Association Executive's 2013 Emerging Leader award.
- Continued aggressive sales efforts within the local religious community in an effort to bring more and new faith-based convention business to the community.
- Key groups booked in 2013 for future events include:
 - National Institute for Trauma and Loss in Children
 - Registry of Interpreters for the Deaf
 - Michigan Association of Health, Physical Education, Recreation & Dance
 - Michigan Council for the Social Studies
 - Great Lakes Renewable Energy Association
 - Michigan Science Teachers Association
 - Michigan Speech Language and Hearing Association
 - Information Network for Christian Homes
 - Veterans of Foreign Wars Michigan District





HOPE FOR A STRONGER SPORTS COMMUNITY

In 2012 the Greater Lansing Sports Authority (GLSA) commissioned a nationally recognized sports destination consultant, Sports Facility Advisories Inc., to evaluate the region's growth potential as a championship level sports community. The study's findings showed Greater Lansing has both room for growth and viable sports venue product. The study specifically mentioned the need for more outdoor sports fields and the potential community support for a public artificial turf field.

The GLSA shared the research and recommendations with LEAP, Mid-Michigan's regional economic development organization. Together the two organizations identified the Hope Soccer Complex owned by the city of Lansing as having growth potential. After months of collaborations and negotiations, a new private public partnership was formed. The city of Lansing agreed to lease the park to a private entity, Mid-Michigan Sports Turf and the Michigan Chill Soccer Club. A five-year lease was signed in July 2013. The facility, now known as Hope Sports Complex, broke ground last fall for the area's only outdoor artificial turf field. The site has already seen growth in local league programming and hosted several successful athletic tournaments.

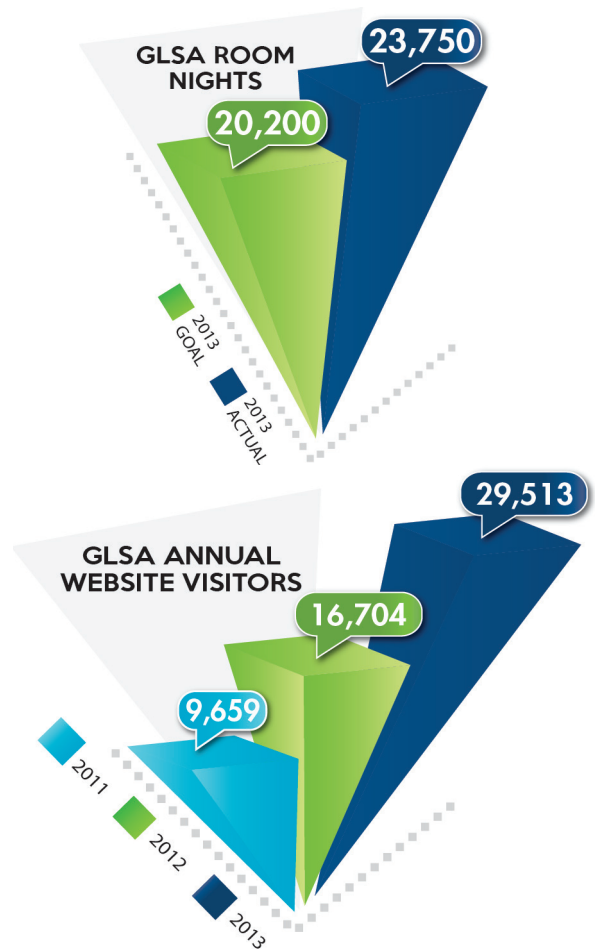


GREATER LANSING SPORTS AUTHORITY

The mission of the Greater Lansing Sports Authority 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.

TOP ACCOMPLISHMENTS

- The GLSA exceeded the 2013 room night goal, securing 23,750 room nights, generating an estimated \$6 million in economic impact.
- The GLSA hosted 93 events, with 55,858 participating athletes, while attracting an estimated 239,717 spectators, the most spectators attracted to the region since the inception of the GLSA.
- The GLSA was selected as SportsEvents Readers Choice Award recipient, an award voted on by sport planners and readers of national trade publication *SportsEvents* magazine.
- The GLSA leads and coordinates the Michigan Sports initiative. This initiative grew to 15 partner DMOs who share resources and collaborate to increase the awareness of Michigan as a sport tourism destination.
- The GLSA served as the local organizing committee and successfully coordinated the following events:
 - U.S. Figure Skating Midwestern Sectional championships. The event was a ramp up event on the "Road to Sochi" for the 2014 Olympics.
 - The inaugural Midwest Women's Bowling Tournament attracted over 700 teams, and 2,800 bowlers from 22 states.
 - The GLSA hosted the largest running event in Mid-Michigan history when they partnered with the Color Run to welcome over 15,000 runners in July.
 - The GLSA also served as an active planning partner for the 2013 World Dwarf Games. The event attracted 400 dwarf athletes from 17 countries.
- In 2013 the GLSA was instrumental in attracting a number of future new events including: the 2014 U.S. Curling Arena National Championships, the 2014 MHSAA Baseball and Softball State Championships, 2014 PrimeTime Sports National Basketball Tournaments and the 2014 Michigan Youth USBC State Championships.
- Other key groups welcomed include:
 - MHSAA Boys & Girls Basketball Semi-Finals & Finals
 - US Tennis Association Midwest Closed Tournament
 - Senior Softball Northern Championships
 - Capital Area Soccer Classic
 - USL Michigan 7 v 7 Lacrosse Tournament
 - Nations Cup Hockey



Over 15,000 participants made a colorful splash in the most successful running event in the Lansing's history.

FOCUSED ON THE FUTURE OF TOURISM

The GLCVB and leaders within the Capital Region hospitality community understand tourism in mid-Michigan is big business. Because we market the region as a destination we know the area's many strengths, but what is the visitor's perception of the Greater Lansing community? Or the local residents' perception, for that matter? The GLCVB wanted to pose the question; it's one thing to know what we are, but what can we become? In an attempt to answer these questions, the GLCVB engaged Dr. Sarah Nicholls, Ph.D., professor of Geography and Community, Agriculture, Recreation, and Resource Studies at Michigan State University to assess the current status of, and future potential for, tourism development in the tri-county region. Dr. Nicholls was uniquely qualified for the project having worked closely with Travel Michigan to lead the tourism strategic planning process for the state of Michigan in 2012. Dr. Nicholls partnered with the GLCVB to create an in-depth questionnaire and facilitate numerous community forums to solicit input from residents, visitors and community stakeholders. Data compiled will serve to guide GLCVB marketing efforts and the organizational business plan for 2014 and beyond.

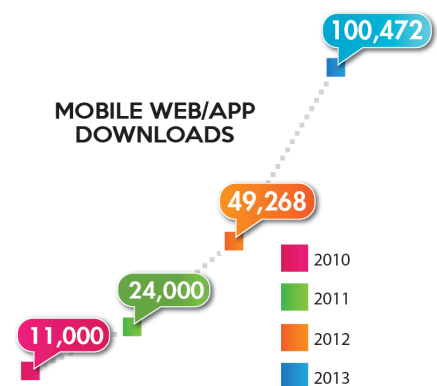
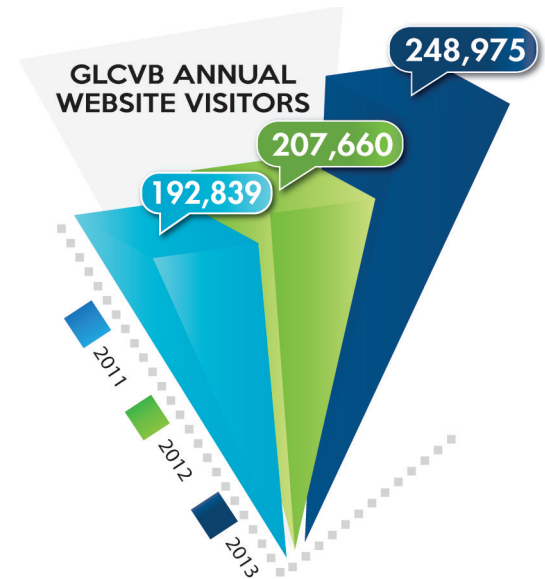


MARKETING COMMUNICATIONS

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.

TOP ACCOMPLISHMENTS

- The GLCVB was honored with a Pinnacle Award in Research for its Greater Lansing Certified Tourism Ambassador Program from the Public Relations Society of America Central Michigan Chapter.
- Fundraising for the 19th annual Be A Tourist In Your Own Town surpassed its goal and totaled \$15,600. A record number 70 attractions participated in the city-wide event.
- The Greater Lansing Community Champions campaign was launched to educate residents of Greater Lansing, as well as, partners and constituents of the Greater Lansing CVB about the significance of the hospitality and tourism industry in the region.
- The GLCVB once again worked with Travel Michigan in an advertising co-op to broadcast Greater Lansing's Pure Michigan radio ad voiced by Tim Allen. The spot ran in the Detroit market in the spring.
- MarCom produced the Greater Lansing Visitor Guide on deadline and under budget. Over 140,000 copies were produced and distributed.
- Three "welcome" billboards were placed along major expressways at key entry points to Greater Lansing.
- MarCom collaborated with the Lansing Center to install new imagery in the main concourse area.
- MarCom wrapped the Bureau's new mini-van and a Dean Transportation motor coach with Greater Lansing imagery to serve as mobile billboards.
- MarCom helped coordinate and promote the new Greater Lansing ultimate getaway packages.
- MarCom helped produce the first Greater Lansing TV commercial promoting the region as a leisure destination. The spot aired statewide in August.



Collateral pieces created by the MarCom department helped promote the Greater Lansing Ultimate Getaway Packages.

THE POWER OF A GREAT FIRST IMPRESSION

Never ones to under-value the power of a great first impression, the Visitor Services staff took every opportunity to ensure the 110 groups they worked with in 2013 knew about everything available to them in Michigan's Capital region. That included educating them on the many benefits of working closely with the GLCVB. From event promotion, custom websites and social media assistance to on-site support the day of the event – Visitor Services staff went the extra mile to ensure these visiting groups evolve into long-term event partners.

One group in particular continued to make a lasting impression – Odyssey of the Mind World Finals. Originally hosted in 2007 and again in 2010, this repeat group brings over 8,000 International students for four days of intense competition. In total over 700 teams representing over a dozen countries converged on the campus of Michigan State University in May. Since participants often travel with family, coaches, volunteers and spectators, Lansing-area businesses prospered from more than 15,000 people visiting the region. Hotels, restaurants, retail shops and attractions saw an influx of visitors that generated over \$7 million in economic impact for the mid-Michigan region. The event has been so successful over the years that Greater Lansing was awarded the event again in 2015.



VISITOR SERVICES

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

TOP ACCOMPLISHMENTS

- The Visitor Services Department worked with 110 groups in 2013 to help them execute successful events in the region.
- Visitor Services was able to connect with an unprecedented amount of convention and meeting attendees using social media. From custom websites to Facebook, Twitter, InstaGram and the GLCVB Mobile App, visitor services leveraged this popular technology to welcome, pre-promote and then effectively inform when attendees arrived.

MAJOR EVENTS HOSTED IN 2013

- Michigan Veterinary Conference
- Michigan Recreation & Park Association*
- Great Lakes Ice Cream & Fast Food Association
- Michigan Turfgrass Association
- Midwest Bisexual Lesbian Gay Transgender Ally Common Conference*
- Odyssey of the Mind
- State Bar of Michigan*
- Michigan Association of School Boards
- Michigan Festival and Event Association*
- Great Lakes International Draft Horse Show & Pull
- SOLA Conference*
- Michigan Association of Health, Physical Education, Recreation & Dance*

* First time event hosted in Greater Lansing

GREATER LANSING VISITOR CENTER - EAST LANSING

The GLCVB opened the Greater Lansing Visitor Center-East Lansing in November 2012 and the staff has assisted over 1,500 people since opening day. The Center is located on Grand River Avenue directly across from the Eli & Edythe Broad Art Museum and serves as a point of information for visitors to the Broad as well as to MSU students and their families. The 400 square foot center is staffed by part-time employees and features information about GLCVB members and local events. The Center offered special events during Be A Tourist in Your Own Town, East Lansing Art Festival, Great Lakes Folk Festival and East Lansing's Great Pumpkin Walk.



The Visitor Services team promoted the Greater Lansing mobile app to planners and event attendees. The mobile site/app had over 100,000 downloads in 2013.



The Great Lakes Ice Cream & Fast Food Association celebrated 46 years in the community in 2013.



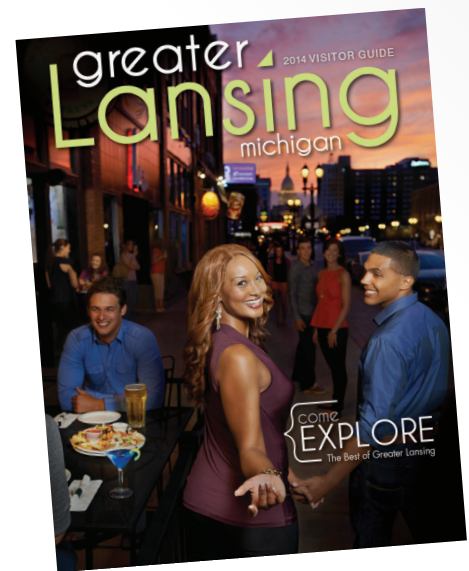
The Greater Lansing Visitor Center in East Lansing welcomed over 1,500 visitors since opening in November 2012.

MEMBERSHIP & SPECIAL EVENTS

MEMBERSHIP

- The GLCVB cultivated a 94% membership renewal rate, adding 38 new businesses in 2013 for a membership total of 466.
- The GLCVB continued to lead Lansing First Fridays, a regional effort to focus attention and energy on entertainment, dining and arts in Greater Lansing through expanded offerings and enhanced transportation via CATA on the first Friday of every month.
- A membership blitz was conducted in 2013 to thank members for their continued support and to prospect to potential members for the GLCVB.
- Membership Socials were held in 2013 at the Lansing Quality Suites Hotel for St. Patty's Day and at Fenner Nature Center. The GLCVB's Annual Meeting was held over breakfast at the East Lansing Marriott and featured tourism industry strategist Bill Geist as the guest speaker. Attendance was strong at each event.
- Seminars were offered to members on the Affordable Healthcare Act and Mobile Marketing. Additionally, a new member orientation and extranet trainings were held to provide connectivity with the members and increased familiarity with our client management application SimpleView.
- Visitor Guide ad sales were finalized at \$113,445 in total billings. The goal for 2013 was \$95,000.

NUMBER OF TOTAL MEMBERS



Visitor Guide ad sales surpassed the 2013 goal by nearly 20%.

SPECIAL EVENTS

- The 19th Annual Be A Tourist in Your Own Town was held June 1.
- The GLCVB presented the annual Red Hot Hospitality Award to Bagger Dave's for enthusiastic customer service during the BWL Chili Cook-Off.
- The GLCVB hosted the 7th annual Old US 27 Motor Tour at the Mega Mall in Lansing. Approximately 150 cars from around the Midwest participated in the event.
- The GLCVB Tailgate Event was held October 12 for the MSU vs. Indiana game. Over 100 clients and community partners were in attendance.
- GLCVB's Holiday Showcase was held on December 3 at the Lansing Center. Sixty-nine member businesses exhibited for the 150 clients and community partners that attended. Member businesses and clients donated many items from a wish list from the Ronald McDonald House of Mid-Michigan to show support of this local organization.



Anna and Katie from the East Lansing Marriott at University Place, winners of the "Home for the Holidays" best booth contest at the GLCVB's annual Holiday Showcase.

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.

BED TAX AND MARKETING ASSESSMENT COLLECTION HISTORY 2013 TOTAL: \$4,900,536*

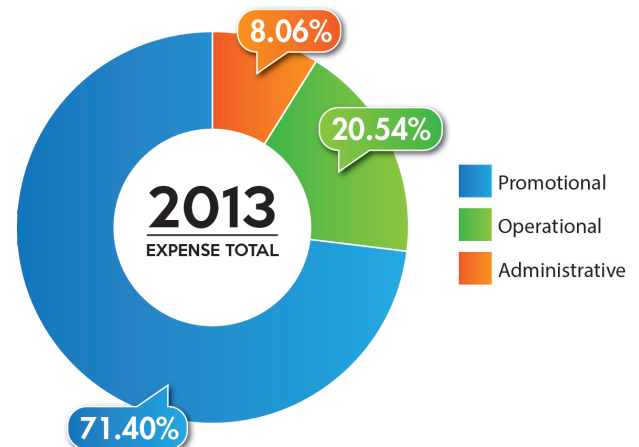
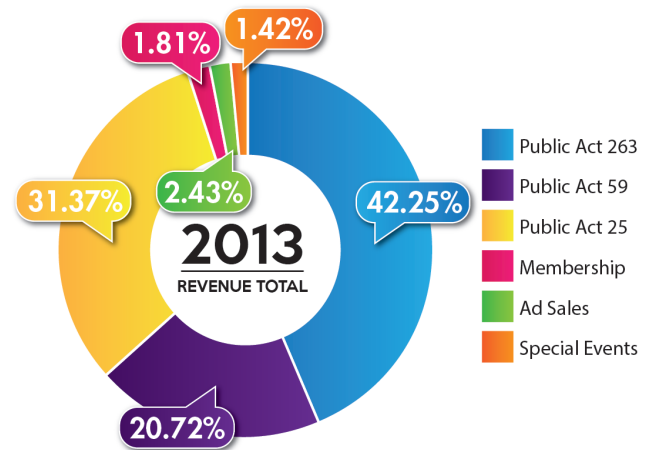
* This number represents collections from all of the hotel properties in Ingham County and DeWitt, Delta and Windsor Townships. The Bureau receives 80% of the PA 263 tax collected by Ingham County properties and 100% of the PA 59 and PA 25 marketing assessments from DeWitt, Delta and Windsor Township properties.

2013 REVENUE TOTAL: \$4,671,731

A.	PA 263 Ingham County	42.25%
B.	PA 59 Delta Township Dewitt Township Windsor Township	20.72%
C.	PA 25 Greater Lansing Area	31.37%
D.	Membership Dues	1.81%
E.	Advertising Sales	2.43%
F.	Special Events/Misc.	1.42%

2013 EXPENSE TOTAL: \$4,504,449

Administrative	8.06%
Operational	20.54%
Promotional	71.40%



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.

CTA PROGRAM

- A total of 769 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in fourth quarter 2010. At the end of 2013, we had 430 active CTAs and the renewal rate for 2013 was 74% - over 20% higher than the national average.
- In 2013, the Bureau held 10 CTA classes throughout the year including classes for LCC's Hospitality Class and Ingham County Parks and Recreation's team.
- Networking events were held at the Lansing Lugnuts Suite Level, Fenner Nature Center and Mitchell's Fish Market/Eastwood Towne Center to provide CTAs opportunities to network with each other and become more familiar with local attractions. A Check-It-Out Challenge was offered at the East Lansing Visitor Center/Eli & Edythe Broad Art Museum to provide CTAs a chance to explore these new assets to the community.
- The CTA Star Awards were held in September at Studio C! and Brian Dornton, Guest Service Representative at the Residence Inn by Marriott was selected as the Greater Lansing CTA of the Year. The Capital Region International Airport was selected as the Employer of the Year. Other award winners were: Queens of Renewal Points Awards: Merritta Proctor, Circle of Events; Barb Whitney, Arts Council of Greater Lansing; Karen Engan, GLCVB Ambassador for the most renewal points entered in the system and CTA Pride Award to Laurel Winkel, LEPPA, for continued support and promotion of the CTA program.
- Twenty-five CTAs volunteered to greet and direct over 3,900 passengers on December 29 at the Capital Region International Airport as they departed on charter flights to the Rose Bowl in Pasadena. CTAs did a phenomenal job in providing a warm welcome and making sure guests knew exactly where to go within the airport. The airport was extremely well prepared for the process too. Airport director Bob Selig said, "This success was the best example of team planning and collective event management that I have ever experienced in my 38 years in the industry."

2013 FOUNDATION BOARD MEMBERS

Thomas M. Collins
Traverse City Leasing, Inc.
Chair

Paula Cunningham
Capitol National Bank

John Rosendahl, CTA
Halo Branded Solutions
Vice-Chair

Bonnie Knutson, Ph.D., CTA
Michigan State University
The School of Hospitality Business

Kelly Rossman-McKinney, CTA
Truscott Rossman
Secretary/Treasurer

Jack Schripsema, CTA
Greater Lansing Convention
& Visitors Bureau

Mayor Virg Bernero
City of Lansing



CTA of the year, Brian Dornton, Guest Service Representative, Residence Inn by Marriott.



When Spartan fans flocked to the airport for charter flights bound for Pasadena and the 2014 Rose Bowl game, CTAs were there to lend a hand.

2013 COMMITTEES/BOARD

EXECUTIVE COMMITTEE

Barry Freed, CTA, Chair.....	President and CEO, Art Craft Display, Inc.
Dorothy E. Maxwell, MPA, CTA, Vice-Chair.....	President and CEO, Max Weingar Group
Cindy L. Bowen, CHA, CTA, Ex-Officio.....	General Manager, Crowne Plaza Lansing West
Mike Rice, CHA, CTA, Secretary/Treasurer.....	General Manager, Lansing Quality Suites Hotel

FINANCE COMMITTEE

Mike Rice, CHA, CTA, Chair.....	General Manager, Lansing Quality Suites Hotel
Barry Freed, CTA.....	President and CEO, Art Craft Display, Inc.
Debbie De Leon.....	Ingham County Commissioner
Mark Alley, CTA.....	Senior Director, Emergent BioSolutions
Dale F. Feldpausch, CPA.....	Capital Region International Airport

LODGING ADVISORY BOARD

Mike Rice, CTA, Chair.....	Quality Suites Hotel
Cindy Bowen, CTA.....	Crowne Plaza Lansing West
Elaine Hardy.....	Hannah Community Center
Bryan Johnson.....	Radisson Hotel Lansing
Will Cantrell, CTA.....	Candlewood Suites
Eric Sudol, CTA.....	East Lansing Marriott at University Place
Erik Larson.....	Impression 5 Science Center
Lora Helou, CTA.....	M.S.U. Museum

STRATEGIC DEVELOPMENT COMMITTEE

Dorothy Maxwell, Chair.....	Max Weingar Group	Tim Daman.....	Lansing Regional Chamber of Commerce
Bryan Johnson.....	Radisson Hotel Lansing	Pat Gillespie.....	Gillespie Group
Robert Selig, CTA.....	Capital Regional International Airport	Mindy Biladeau, CTA.....	Downtown Lansing, Inc.
Rick Galardi.....	DeWitt Township	Steve Hayward.....	Lansing Township
Tim Dempsey, CTA.....	City of East Lansing, EDC	Doug Klein, CTA.....	Mason Area Chamber of Commerce
George Lahanas.....	City of East Lansing	Sue Pigg.....	Tri County Regional Planning Commission
Bob Trezise.....	Leap, Inc.	Mike Brand.....	Wharton Center for Performing Arts
Erik Larson.....	Impression 5 Science Center	Debbie Mikula.....	Arts Council of Greater Lansing
Scott Keith, CTA.....	Lansing Center	Terry Terry.....	MICA
Chris Swope.....	City of Lansing - Clerk	Nick Grueser.....	Lansing Lugnuts
Sandy Draggoo.....	CATA		
Richard Watkins.....	Delta Township		
Camron Gnass.....	Traction		
Louise Grahol.....	Old Town Main Street		

GLCVB STAFF

ADMINISTRATION

Jack Schripsema, CTAPresident & CEO
Mike Zumbaugh, CDME, CTA.....Vice President, Finance & Administration
Deborah Bough, CTA.....Computer & Information Systems Manager
Karen Sanders, CTAAdministrative Assistant

VISITOR SERVICES

Julie Pingston, CMP, CTASenior Vice President
Jennifer Hagen, CMP, CTAEvents Manager
Kristina Kauffman, CTA.....Visitor Services Coordinator
Jan Pfeiffer, CTA.....Membership Manager
Brandie Putnam, CMP, CTA.....Convention Services Manager

DESTINATION SALES

David Buckenberger, CMP, CMS, CTAVice President, Business Development
Gus Pine, CTA.....Vice President, Regional Partnerships
Tammi Connell, CMP, CTASales Manager
Mary Chris Hotchkiss, CMP, CTA.....Sales Manager
Heather Cooper Kim, CMP, CTA.....Sales Manager
Amanda Toy, CTASales Manager
Beth Hoschner, CTA.....Sales Coordinator

GREATER LANSING SPORTS AUTHORITY

Mike Price, CSEE, CTAExecutive Director
Meghan Ziehmer, CSEE, CTA.....Manager of Sports Events
T.J. Hawkins, CTA.....Sports Coordinator

MARKETING COMMUNICATIONS

Tracy Padoł, CTA.....Vice President, Marketing Communications
Katie Chubb, CTA.....Manager, Multimedia & Graphic Design
Brendan Dwyer, CTAManager, Marketing Communications
Lori Lanspeary, CTA.....Leisure Marketing Manager
Matt Mohundro, CTAManager, Digital Strategies
Emily Miller, CTAMarketing Communications Coordinator

GREATER LANSING VISITOR CENTER - EAST LANSING

Barb Doyal, CMP, CTAVisitor Information Specialist
Dawn Keeler, CTA.....Visitor Information Specialist
Anne Lavender, CTAVisitor Information Specialist
Siri Rainone, CTA.....Visitor Information Specialist
Aleasha Wood, CTA.....Visitor Information Specialist

