

2016 ANNUAL REPORT

Greater Lansing Convention & Visitors Bureau



CONVENTION & VISITORS BUREAU



INDEX

LETTER FROM THE PRESIDENT & BOARD CHAIR	4
BUREAU HIGHLIGHTS	5
DESTINATION SALES	6
GREATER LANSING SPORTS AUTHORITY (GLSA)	8
MARKETING COMMUNICATIONS	10
VISITOR SERVICES	12
MEMBERSHIP & SPECIAL EVENTS	14
FINANCE & ADMINISTRATION	15
TEAM LANSING FOUNDATION	16
2016 COMMITTEES/BOARD	17
GLCVB STAFF	18

Photography: Daniel Solc, Greater Lansing Convention & Visitors Bureau, James Lenon, Ron Johnson, Thomas Gennara.



800.648.6630 ★ www.LANSING.org

LETTER FROM THE PRESIDENT & BOARD CHAIR

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

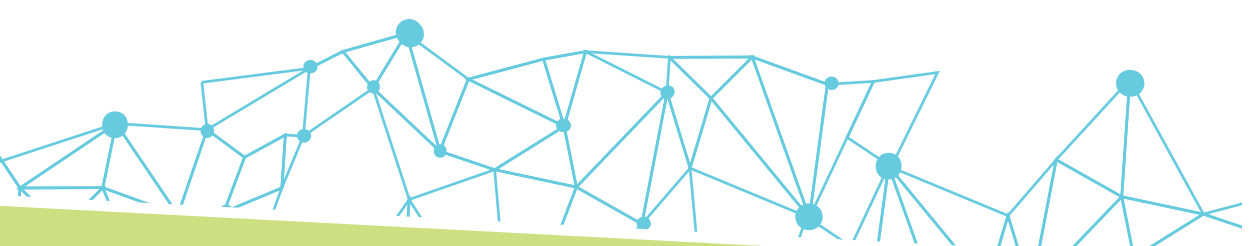
THANKS A MILLION

The following pages highlight the Bureau's accomplishments over the course of 2016 and give a detailed look into our organizational mission—marketing and selling the Greater Lansing region as a travel destination.

We are proud to announce that 2016 was a record-breaking year for both the GLCVB and the Greater Lansing region. For the sixth consecutive year the GLCVB destination sales department exceeded its room night goal and delivered over \$12 million in economic impact to the community. The Greater Lansing Sports Authority not only exceeded their room night goal, but once again broke the century mark for events hosted at 104.

These results contributed to a landmark achievement never before reached in this area, which is that over one million hotel rooms were consumed for the year, driving occupancy to a record 64%. This is an increase from 2015 of over 45,000 rooms and based on an average of 1.5 guests per hotel room, is enough annual overnight visitors to fill Spartan Stadium 22 times. This shared success shows the commitment and dedication of our Bureau members, hospitality partners and numerous community stakeholders; to whom we at the GLCVB would like to say, *Thanks a MILLION.*

Please take a moment to review the accomplishments outlined in the following pages. It is our hope that the past year's successes will inspire and engage the region as we move forward into 2017.



2016 BOARD OF DIRECTORS

DOROTHY E. MAXWELL, MPA, CTA Chair Max Weingar Group	BARRY FREED, CTA Past-Chair Art Craft Display, Inc.	KENRIC HALL Radisson Hotel Lansing
MIKE RICE, CHA, CTA Vice-Chair Lansing Quality Suites Hotel	CINDY L. BOWEN, CHA, CTA Crowne Plaza Lansing West	BRIAN MCGRAIN Ingham County Board of Commissioners
MARK ALLEY, CTA Secretary/Treasurer Emergent BioSolutions	THOMAS M. COLLINS TC Leasing, Inc.	REBECCA SELESKY Kellogg Hotel & Conference Center
	KELLIE DEAN Dean Transportation/ Dean Trailways	ERIC SUDOL, CTA East Lansing Marriott at University Place

BUREAU HIGHLIGHTS



JACK A. SCHRIPEMA, CTA
President & CEO



DOROTHY E. MAXWELL, MPA, CTA
2016 Board Chair

The destination sales department achieved its yearly room night goal, securing a total of 47,042 future room nights, generating an estimated \$12 million in economic impact. (See page 7.) The GLSA exceeded its 2016 room night goal as well, securing 33,664 room nights and generating over \$8.6 million in economic impact. (See page 9.)

The Greater Lansing region experienced continued growth in 2016 with a 4.8% increase in year-to-date area lodging occupancy, posting a rate of 64%, up from 61% in 2015, according to Smith Travel Research (STR) data. Additionally, the Greater Lansing region experienced a 3.4% increase in Average Daily Rate (ADR) for hotel rooms throughout the region, marking significant growth in local ADR for the fourth consecutive year.

The GLCVB was awarded the Michigan Society of Association Executives' (MSAE) "Association Choice Award" for Best Large CVB in Michigan, as voted on by association members of MSAE. (See page 7.)

GLCVB marketing communications worked with SimpleView on a complete redesign of *lansing.org* and *lansingsports.org*. In addition to refreshed content, images and functionality the new sites are completely mobile friendly and use responsive technology. Early praise for the redesigned *lansing.org* includes winning the 2016 MSAE Diamond Award for Best Website. (See page 11.)

The GLCVB visitor services department worked to service 120 groups in 2016, including the Pure Michigan Governor's Conference on Tourism. This event is significant not because of its size, but that its attendees are our tourism industry colleagues from across the state. The visitor services department saw to it that the entire community put its best foot forward. (See page 13.)

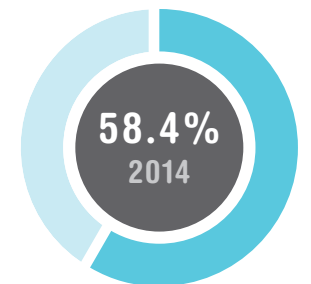
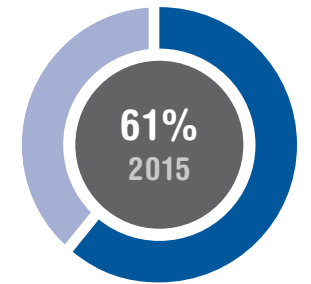
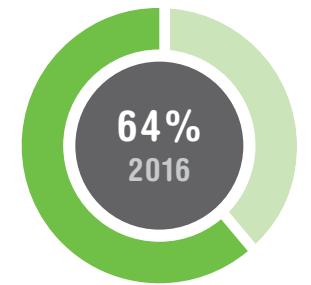
A total of 1,197 people have gone through the Greater Lansing Certified Tourism Ambassador Program since its inception in 2010. At the end of 2016, there were 462 active CTAs in the area, with the program boasting a renewal rate of 74%, twenty percent over the national average. (See page 16.)



The GLSA experienced another banner year, welcoming 68,714 athletes and over 300,000 spectators to the region. With over 104 events hosted for the year it has required community relationships and creativity to continue to grow year after year. By leveraging venues and incorporating vision the GLSA is making strides to draw more unconventional tournament sports to the area. (See page 8.)

The GLSA helped to congratulate the Hope Sports Complex in their effort to upgrade and build a new, diverse sports facility for the Greater Lansing community.

YEAR END LODGING OCCUPANCY



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 specials events in Greater Lansing.



ATTENDANCE + ENGAGEMENT = SUCCESS

The mark of a successful event is when both attendance and engagement are at high levels. The Greater Lansing region enjoyed success with both of these key elements in 2016. Reports from meeting professionals shared that attendance at conferences and events held in the area saw attendance at historic levels. While natural advantages, like Greater Lansing's central location in the state, certainly help attendance, event professionals noted that our unique

offerings for off-site functions and the benefit of working with the GLCVB were other significant contributing factors. Additionally, the GLCVB saw record attendance and measurable engagement at numerous client appreciation events held throughout 2016. As visiting groups recognize how successful their events can be in Greater Lansing, the hope is they will become repeat clients for years to come.

TOP ACCOMPLISHMENTS

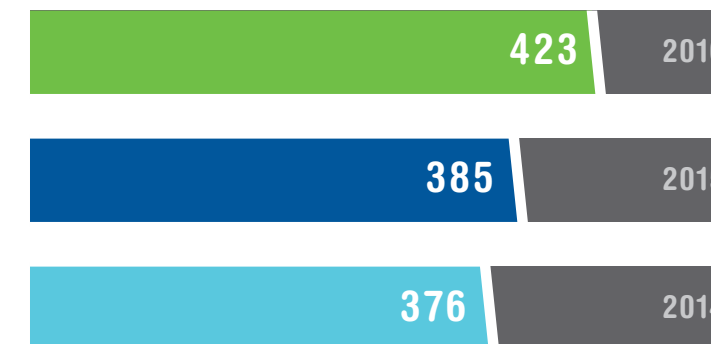
- The sales department exceeded its room night goal, securing a total of 47,042 room nights, generating an estimated \$12,042,000 in economic impact.
- The GLCVB was awarded the Michigan Society of Association Executives' (MSAE) "Association Choice Award" for Best Large CVB in Michigan, as voted on by association members of MSAE.
- The sales department exceeded its leads goal by distributing 423 leads to partner hotels.
- Associate Director of Sales, Amanda Toy, was named Supplier of the Year from the Michigan chapter of the Society of Government Meeting Planners.
- Amy Moon, National Sales Manager, earned the highly-regarded Certified Meeting Professional (CMP) designation from the Convention Industry Council.
- The team conducted a Michigan State University sales blitz consisting of 83 appointments.
- The sales department completed Destination Marketing Association International's Sales Summit program focused on Best Practices of Peer Cities and Future Economic Trends in Tourism.
- Members of the team attended the MSU New Faculty Orientation Fair to increase awareness of the services of the GLCVB and educate the new residents of things to see and do in the area.



The sales department hosted numerous successful client events, including:

- Chartering clients to the Michigan Society of Association Executives Annual Spring Golf Outing and to the MSAE Fall Diamond Awards Celebration
- Team Lansing Foundation Golf Outing
- BATYOT Client Blitz
- Lansing Lugnuts Baseball Client nights
- MSU Tailgate
- Holiday Showcase
- Taste of Country at Cooley Law School Stadium
- Wharton Center—Sound of Music Client event

GROUP LEADS SENT TO PARTNER HOTELS



KEY GROUPS BOOKED IN 2016 FOR FUTURE EVENTS INCLUDE:

- Michigan Ari-Business Association
- Michigan Nursery & Landscape Association
- Michigan Future Farmers of America Association
- Michigan Assisted Living Association
- Information Network for Christian Homes
- Bowling Centers Association of Michigan
- International Symposium on the Environmental Dimension of Antibiotic research
- Bean Improvement Cooperative and North American Pulse Improvement
- Michigan Science Teachers Association
- International Symposium on Lattice Field Theory
- Great Lakes Planetarium Association
- School Nutrition Association of Michigan
- YMCA Michigan Youth in Government
- Michigan Association of Treatment Court Professionals



GREATER LANSING SPORTS AUTHORITY (GLSA)

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.



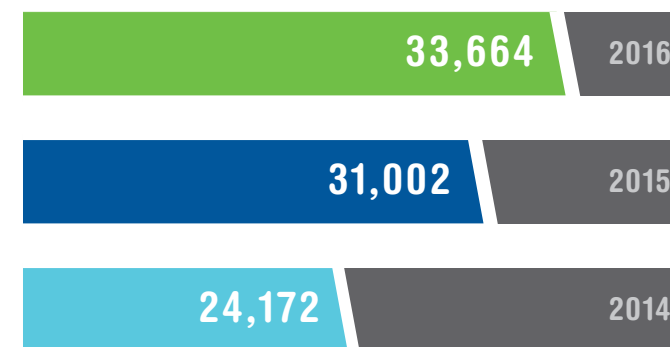
TOP ACCOMPLISHMENTS

- The GLSA exceeded the 2016 room night goal, securing 33,664 room nights, a nearly 10% increase over 2015, and generated over \$8.6 million in economic impact.
- The GLSA hosted 104 events, with 68,714 participating athletes and just under 310,000 spectators.
- The GLSA was presented the SportsEvents Readers' Choice Award by sports event planners for exhibiting excellence, creativity and professionalism in the sports tourism industry.
- The GLSA continues to serve as the lead coordinator of the Pure Michigan Sports initiative.

The GLSA served as the local organizing committee and successfully coordinated the following events:

- U.S. Archery Collegiate Outdoor Championships
- U.S Figure Skating Eastern Great Lakes Regionals
- World Flat Track Derby Association Playoffs
- NUWAY Grand River Rumble
- MHSAA Baseball/Softball/Soccer/Basketball State Championships

GLSA ROOM NIGHTS



WINNING THE NONTRADITIONAL GAME

After almost a decade of building relationships with local partners and tested event hosting experience, the GLSA was consistently filling local venues with traditional sporting events. The GLSA knew the best way to attract new events to the region was to think outside the box and leverage existing community assets to include more non-traditional sports events. The GLSA found recent

success utilizing the Summit to host exciting roller derby action and the Lansing Center to host massive wrestling events. Archers took aim at Hope Sports Complex and professional disc golf competition took place at local parks. The GLSA continues to be committed to finding new and creative ways to say, *Game On.*



In 2016 the GLSA was instrumental in attracting a number of future events including:

- 2017 NIRCA Cross Country National Championships
- 2017 USA Hockey Tier II National Championships
- 2017 USACF Fencing National Championships
- 2017 USA Archery Outdoor Youth World Team Trials

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.



MOBILE MARKETING MASTERY

In a world driven by right-now messaging and up-to-the-minute technology, a website that responds to the ever-growing mobile audience is an absolute must. In 2016 an update to both *lansing.org* and *lansingsports.org* was scheduled and a long list of technological updates were considered. Because the target audience for these websites are visitors to the region, the best mobile technology available was applied. This includes full

site functionality on smartphones and tablets as well as on-the-go mapping to help visitors find their way to the area's top restaurants, attractions and events. Combining this new technology with the many popular traditional offerings on the site earned *lansing.org* the Diamond Award for Best Website from the Michigan Society of Association Executives.

TOP ACCOMPLISHMENTS

- The GLCVB worked with SimpleView to overhaul both websites to make them mobile friendly and utilize responsive technology. The Bureau was honored with the MSAE Diamond Award for “Best Website” in September.
- The MarCom team produced over 130,000 copies of the 2017 Greater Lansing Visitor Guide. Other popular collateral pieces included a Dining Guide, Makers & Shakers Trail brochure and Family Fun Guide.
- The GLCVB partnered with Brand USA to create an in-language video for Canadian viewers considering a visit to the Greater Lansing community. The videos are part of an initiative by Brand USA, a public-private effort to encourage international travel to the United States.
- The Bureau committed to spend a substantial portion of the MarCom budget in leisure advertising in 2016. Placements included: billboard, TV, radio, digital and print across Michigan, the Midwest and Ontario, Canada.
- The MarCom team developed comprehensive social media strategic plan that encompassed all of the Bureau's and GLSA's social media outlets which helped generate traffic and interest in Greater Lansing. The department worked on further developing the Bureau's presence on Instagram, Pinterest and LinkedIn.
- MarCom hosted several Michigan Welcome Center staff for a FAM in May.
- MarCom helped the sales and sports team stay leading edge by developing client centric, customizable, digital bid books.
- The GLCVB once again worked with Travel Michigan in an advertising co-op. Digital ads ran in the Ontario, Canada market in the spring.
- Three “welcome” billboards were placed along major expressways at key entry points to Greater Lansing.
- Fundraising for the 22nd annual Be A Tourist In Your Own Town surpassed its goal and sponsorships totaled well over \$16,000 including cash and in-kind donations. Over 80 attractions participated in the city-wide event. The MarCom team developed promotional pieces, coordinated media relations and advertising.
- MarCom launched a local “Tourism Counts” campaign to educate residents on the economic impact of the local hospitality industry.
- The MarCom team promoted the Greater Lansing region through several videos showcased on the website and through social media.




339,243
WEB HITS


70
BLOGS
POSTED


I SPY...
ART IN LANSING
Stroll through the campus of Lansing Community College in downtown Lansing and you can't help but stop and admire over a dozen colorful sculptures strategically placed around every corner. Inspirational, evocative and whimsical, these works of art create a welcoming and even happy environment. Art, it's been said, can increase mental acuity, increase critical thinking and reduce stress levels. Surrounding students with art, seems to be a very good idea.
Did you know there are more than 400 works of art you can visit throughout the Greater Lansing region? And did you know that Lansing area galleries don't charge an admission? Now that's accessible art! Whether you're interested in big outdoor sculptures, graffiti on the sides of buildings, traditional galleries or large-scale murals, you can get up close and personal and even purchase original resources and local artists' works. What a fabulous avenue to remind you of your visit than a locally bought piece of art.



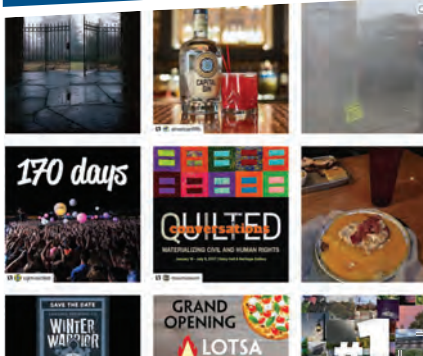

3,316
VIEWS


19,664
LIKES




9,958
FOLLOWERS


2,465
FOLLOWERS



VISITOR SERVICES

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



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. The 400 square foot center is staffed by part-time employees and features information about GLCVB members and local events. The Center is open Tuesday-Saturday from 10:00 a.m.–6:00 p.m. and Sunday from 11:00 a.m.–3:00 p.m. In 2016, the Center offered special events during Be A Tourist in Your Own Town, East Lansing's Great Pumpkin Walk, Arts Night Out in East Lansing and East Lansing's Green Friday. Over 2,100 people visited in 2016.



Greater Lansing ambassadors welcomed hundreds of convention attendees at the Pure Michigan Governor's Conference on Tourism.

TOP ACCOMPLISHMENTS

- The GLCVB launched a new member portal in 2016, offering lots of upgrades and significantly increasing the value of a GLCVB membership. The new portal interface makes it easier for members to update business information, upload coupons and special offers and respond to sales and sports event leads. The portal also now includes an improved RFP leads section, up-to-the-minute member website data and a member-to-member post board.

MAJOR EVENTS HOSTED IN 2016

The GLCVB visitor services department worked with 120 groups in 2016 to help execute successful events in the region.

- Michigan High School Football Coaches Association | **January**
- Michigan Nursery & Landscape Association | **January**
- Michigan Veterinary Medical Association | **January**
- Michigan Science Teachers Association | **March**
- ShutoCon | **March**
- Pure Michigan Governor's Conference on Tourism | **April**
- Michigan Industrial & Technology Education Society | **May**
- Michigan Area Episcopal Office of the United Methodist Church | **June**
- National Association of Government Archives and Records Administrators | **July**
- Michigan Kiwanis | **August**
- International Linear Accelerator Conference | **September**



CAPITOL CITY TAKES CENTER STAGE

The GLCVB visitor services department knew that when the 2016 Pure Michigan Governors Conference on Tourism was to be held in Michigan's Capital City it was an important opportunity to showcase the community to our tourism colleagues from across the state. Planning for this important conference began early, and started with downtown billboards, welcome signage and a convention alert to downtown businesses to let them know they would want to be well-staffed and open late to accommodate

hundreds of convention attendees on Sunday, April 17th. The next step was to plan events that showcase the many bright spots of our community. After a productive clean-up project at Impression 5, a private tour of the State Capitol building, an event at the Lansing Brewing Company and a catered welcome reception at the State Historical Museum, the Visitor Services team was able to proudly step up and say, *"This is Greater Lansing!"*

MEMBERSHIP & SPECIAL EVENTS

MEMBERSHIP

- Forty-eight new members were added in 2016—48 cancelled memberships (of which 16 of the members went out of business) for a membership total of 485.
- Membership Socials were held in 2016 at the Quality Suites Hotel for St. Patty's Day, Hope Sports Complex, Lansing Brewing Company and Woldumar Nature Center.
- The GLCVB's Annual Meeting was held over breakfast at the Radisson Hotel Lansing and featured the national director of the Certified Tourism Ambassador program as the guest speaker to provide statewide perspectives on enhancing the visitor experience in our community. Attendance was strong at each event.
- The new Member Portal was launched in October with enhanced functionality for members to manage their presence on their *lansing.org* listings.
- Visitor Guide ad sales were finalized at \$115,000 in billings for a total of 47 ads. The goal for 2016 was \$100,000.



SPECIAL EVENTS

- The 22nd Annual Be A Tourist in Your Own Town was held on June 4.
- The GLCVB hosted the 10th annual Old US 27 Motor Tour in downtown DeWitt. Approximately 150 cars from around the Midwest participated in the event.
- The GLCVB Tailgate Event was held on October 8 during the BYU game. Attendance of clients and community partners was approximately 113 people.
- GLCVB's Holiday Showcase was held on December 6 at the Lansing Center. Sixty-six member businesses exhibited for the nearly 200 clients and community partners that attended. This continues to be a successful event in bringing CVB members and clients together for business opportunities as well as a way for us to interact with our clients in a festive and positive setting.
- The GLCVB participated in Michigan State's Green and White Days hosted by the Office of Admissions. We were able to connect with many prospective students and families about the opportunities within the community located off campus.

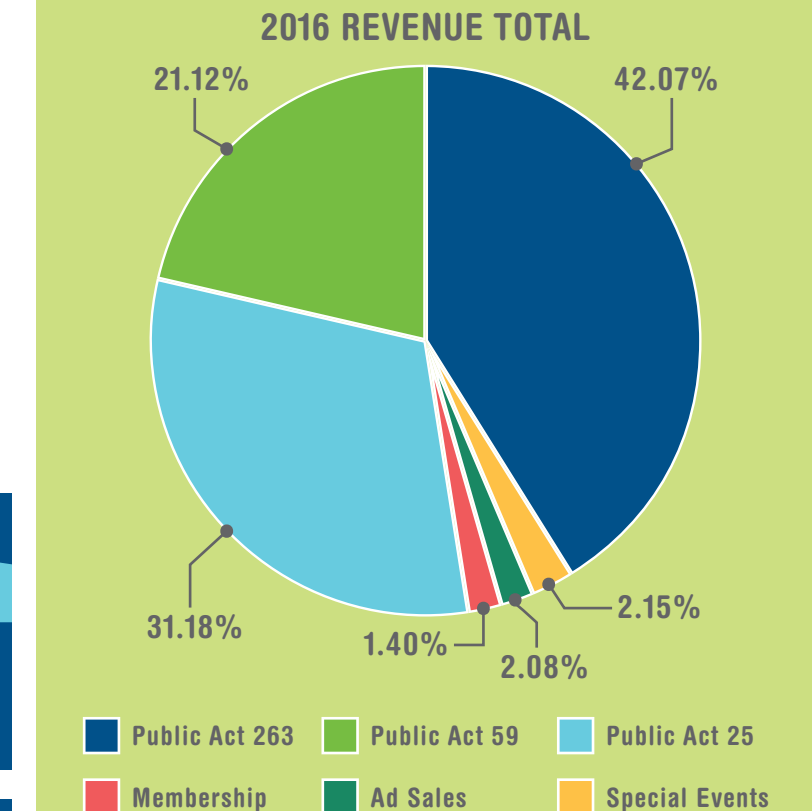
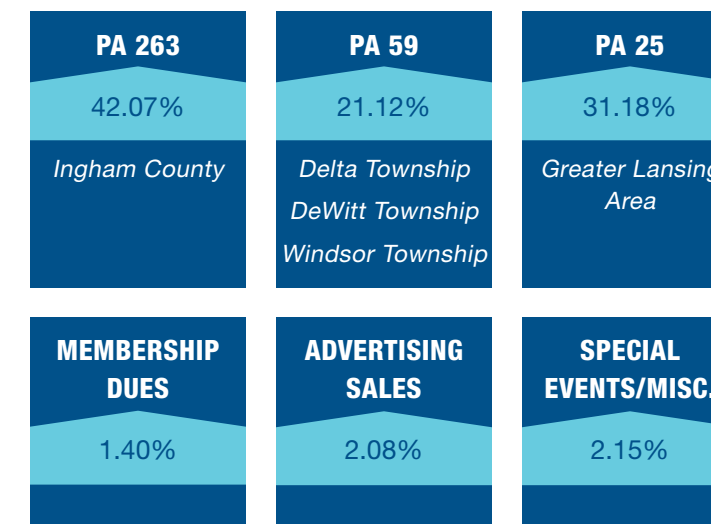
FINANCE & ADMINISTRATION

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

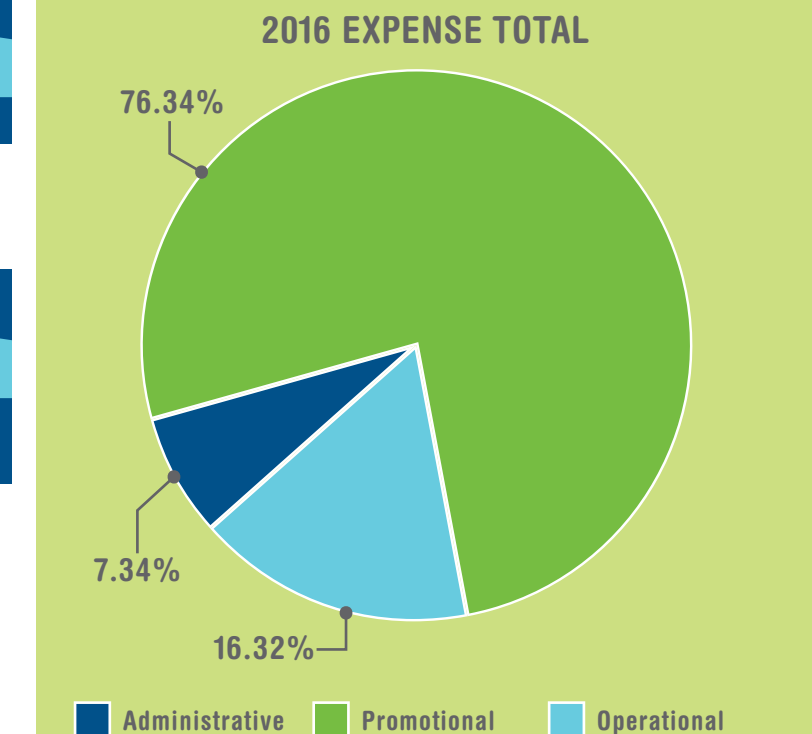
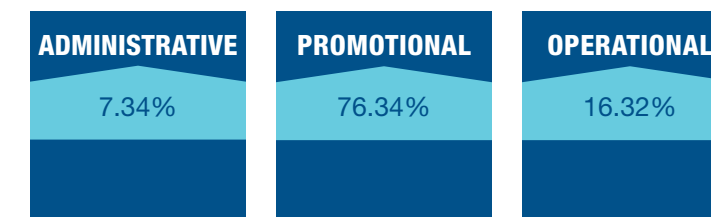
BED TAX AND MARKETING ASSESSMENT COLLECTION HISTORY 2016 TOTAL: \$5,981,393*

*This number represents collections from all of the hotels 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.

2016 REVENUE TOTAL: \$5,702,954



2016 EXPENSES TOTAL: \$5,526,500



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 (TEAM LANSING FOUNDATION)

- A total of 1,197 people have gone through the Greater Lansing Certified Tourism Ambassador Program since its inception in 2010. At the end of 2016, we have 461 active CTAs and the renewal rate for 2016 was 74%, twenty percent above the national average. One hundred forty-two CTAs were enrolled in 2016.
- Thirteen CTA classes were held throughout the year including classes for American Fifth Distillery, Lansing Brewing Company and LCC's Hospitality Class.
- Networking events were held at the Bordeaux, Hope Sports Complex, Lansing Brewing Company, and Woldumar Nature Center to provide CTAs opportunities to become more familiar with local attractions.
- Malinda Barr, Events Manager for the Lansing Lugnuts was selected as the International CTA of the Year.
- The Team Lansing Foundation hosted a golf outing at Forest Akers to raise funds for Destination Development within the region. Over \$10,000 was raised to support development grants within the community.



MALINDA BARR, 2015 Greater Lansing Certified Tourism Ambassador of the Year, was selected as the 2016 International CTA of the Year.

2016 COMMITTEES/BOARD

FINANCE COMMITTEE

- Mark Alley, CTA, *Chair*..... Emergent BioSolutions
- Barry Freed, CTA Art Craft Display, Inc.
- Kenric Hall, CTA Radisson Hotel Lansing
- Dorothy E. Maxwell, MPA, CTA Max Weingar Group
- Brian McGrain Ingham County Board of Commissioners

LODGING ADVISORY BOARD

- Cindy L. Bowen, CHA, CTA, *Chair* Crowne Plaza Lansing West
- Will Cantrell, CTA Candlewood Suites Lansing
- Elaine Hardy East Lansing Hannah Community Center
- Lora Helou, CTA Michigan State University Museum
- Erik Larson, CTA Impression 5 Science Center
- Mike Rice, CHA, CTA Lansing Quality Suites Hotel
- Rebecca Selesky Kellogg Hotel & Conference Center
- Eric Sudol, CTA East Lansing Marriott
- Matt VanAker Michigan State Capitol
- Marcus Kirkpatrick Delta Township Parks and Recreation
- Julie Mullin Hope Sports Complex
- Julie Traskos Courtyard by Marriott



2016 FOUNDATION BOARD MEMBERS

THOMAS M. COLLINS
Chair
Traverse City Leasing, Inc.

JOHN ROSENDAHL, CTA
Vice-Chair
Halo Branded Solutions

BONNIE KNUTSON, PH.D., CTA
Secretary/Treasurer
MSU School of Hospitality Business

MAYOR VIRG BERNERO
City of Lansing

PAULA CUNNINGHAM
AARP of Michigan

PAT GILLESPIE
Gillespie Group

JACK SCHRIPSEMA, CTA
CEO, Greater Lansing Convention & Visitors Bureau



STAFF

ADMINISTRATION

Jack Schripsema, CTA President & CEO
Erik Decker, CTA Vice President Finance and Administration
Deb Bough, CTA Computer & Information Systems Manager
Karen Sanders, CTA Administrative Assistant

VISITOR SERVICES

Julie Pingston, CMP, CTA Senior Vice President/Chief Operating Officer
Jan Pfeiffer, CTA Membership Manager
Brandie Putnam, CMP, CTA Convention Services Manager
Kristina Kauffman, CTA Visitor Services & CTA Coordinator
Mary Chris Hotchkiss, CMP, CTA Convention Sales & Services Manager
Jennifer Hagen, CMP, CTA Events Manager

DESTINATION SALES

David Buckenberger, CMP, CMS, CTA Vice President of Business Development
Amanda Toy, CMP, CGMP, GMS, CTA Associate Director of Sales
Heather Cooper Kim, CMP, CTA Sales Manager
Amy Moon, CMP, CTA National Sales Manager
Mary Chris Hotchkiss, CMP, CTA Convention Sales & Services Manager
Brenda Haight, CMP, CTA Sales Manager
Beth Hoschner, 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, CTA Sports Services Manager

MARKETING COMMUNICATIONS

Tracy Padot, CTA Vice President, Marketing Communications
Brendan Dwyer, CTA Manager, Marketing Communications
Lori Lanspeary, CTA Manager, Social Media & Leisure Marketing
Emily Miller, CTA Manager, Social Media & Content Marketing
Matthew Mohundro, CTA Manager, Digital Strategies
Valeri VanDeVusse, CTA Manager, Graphic Design

GREATER LANSING VISITOR CENTER— EAST LANSING

Anne Lavender, CTA Visitor Information Specialist
Chris Tarpoff, CTA Visitor Information Specialist
Robin Soergel, CTA Visitor Information Specialist
Siri Rainone, CTA Visitor Information Specialist
Barb Doyal, CTA Visitor Information Specialist





500 East Michigan Avenue, Suite 180
Lansing, Michigan 48912
800.648.6630 ★ www.LANSING.org

