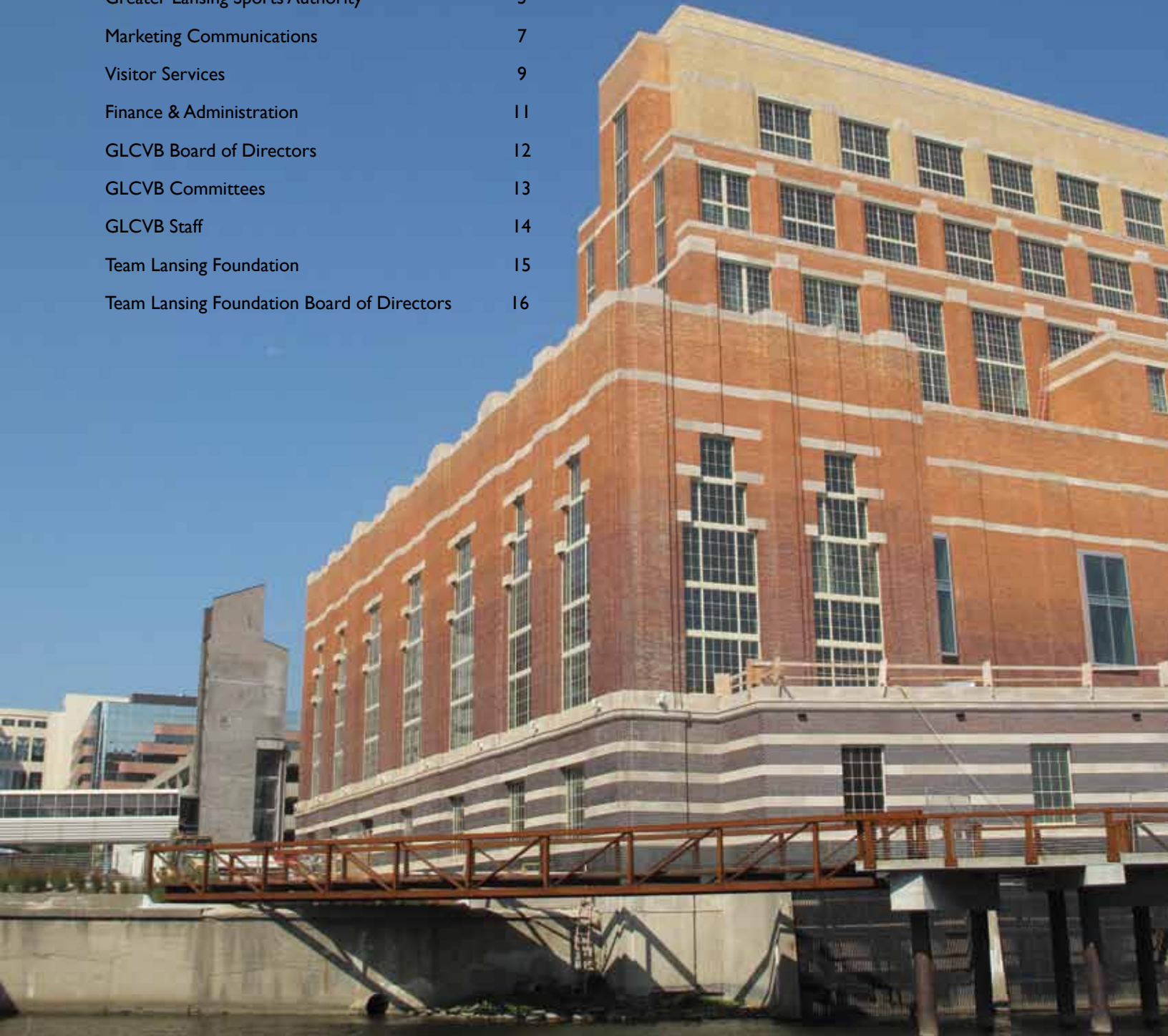


2010 ANNUAL REPORT



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LETTER FROM THE PRESIDENT AND BOARD CHAIR

“The mission of the Greater Lansing Convention and Visitors Bureau is to positively impact the area’s economy by marketing the region as a travel destination.”



W. Lee Hladki
President & C.E.O.

The following pages highlight the Bureau’s accomplishments over the course of 2010 and give a deeper look into our mission – **marketing and selling the Greater Lansing community as a travel destination.**

Looking back there were many bright spots and exciting challenges in 2010. The GLCVB reached a significant milestone as the organization celebrated its 50th anniversary. The Bureau leveraged new technology to promote and market the region in brand new and exciting ways. Our vital front-line hospitality employees took advantage of the unique opportunity to become the inaugural class of official Greater Lansing Tourism Ambassadors.

Taking a step back and considering the bigger picture, we saw a national and state economy begin to settle in after several years of flux. The Bureau is pleased to report that meetings business, leisure travel and local lodging occupancy are all moving in an upward direction.



Cindy Bowen
2010 Board Chair

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 and information detailed in the following pages. We hope the past year’s successes and bright spots will inspire and engage the region as we move forward into 2011.

BUREAU HIGHLIGHTS

A YEAR TO REMEMBER...

The Greater Lansing Convention and Visitors Bureau had another busy year in 2010, full of milestones, marketing and moments to remember. The celebration marking the GLCVB's 50th Anniversary was a resounding success. The GLCVB received recognition from city and state officials.

In May, the GLCVB once again played host to the large and dynamic group Odyssey of the Mind, welcoming thousands of the sharpest young minds in the world to the Capital region. Additionally, the Greater Lansing CVB was pleased to launch the Greater Lansing Tourism Ambassadors program. This nationally recognized initiative, the first of its kind in the state, offers the opportunity for education on all of Greater Lansing's assets to area front-line hospitality employees. Visitors to our region that interact with these newly-educated and community minded individuals will get the very best service and recommendations, improving the overall visitor experience. Also, the Greater Lansing Sports Authority had another strong year, bringing nearly 100 athletic events to the region.

Lastly, thousands of visitors took advantage of the new mobile app, the first launched by any Destination Marketing Organization (DMO) in the state. The GLCVB also garnered attention for the region with the vehicle-wrap project. Brought about through a partnership with Dean Trailways, the GLCVB was able to create memorable (and mobile) messaging as it displayed the Bureau brand and Greater Lansing's many fun offerings on a 45-foot luxury motor coach. As the bus travels throughout the Midwest, onlookers can get a taste of what makes our community fun and unique.



Jerry Ambrose presents a Proclamation from the City of Lansing to Cindy Bowen and Lee Hladki at the GLCVB 50th Anniversary event.



The Opening Ceremonies of the 2010 Odyssey of the Mind World Finals at the Breslin Center.



Greater Lansing Tourism Ambassador class in session.

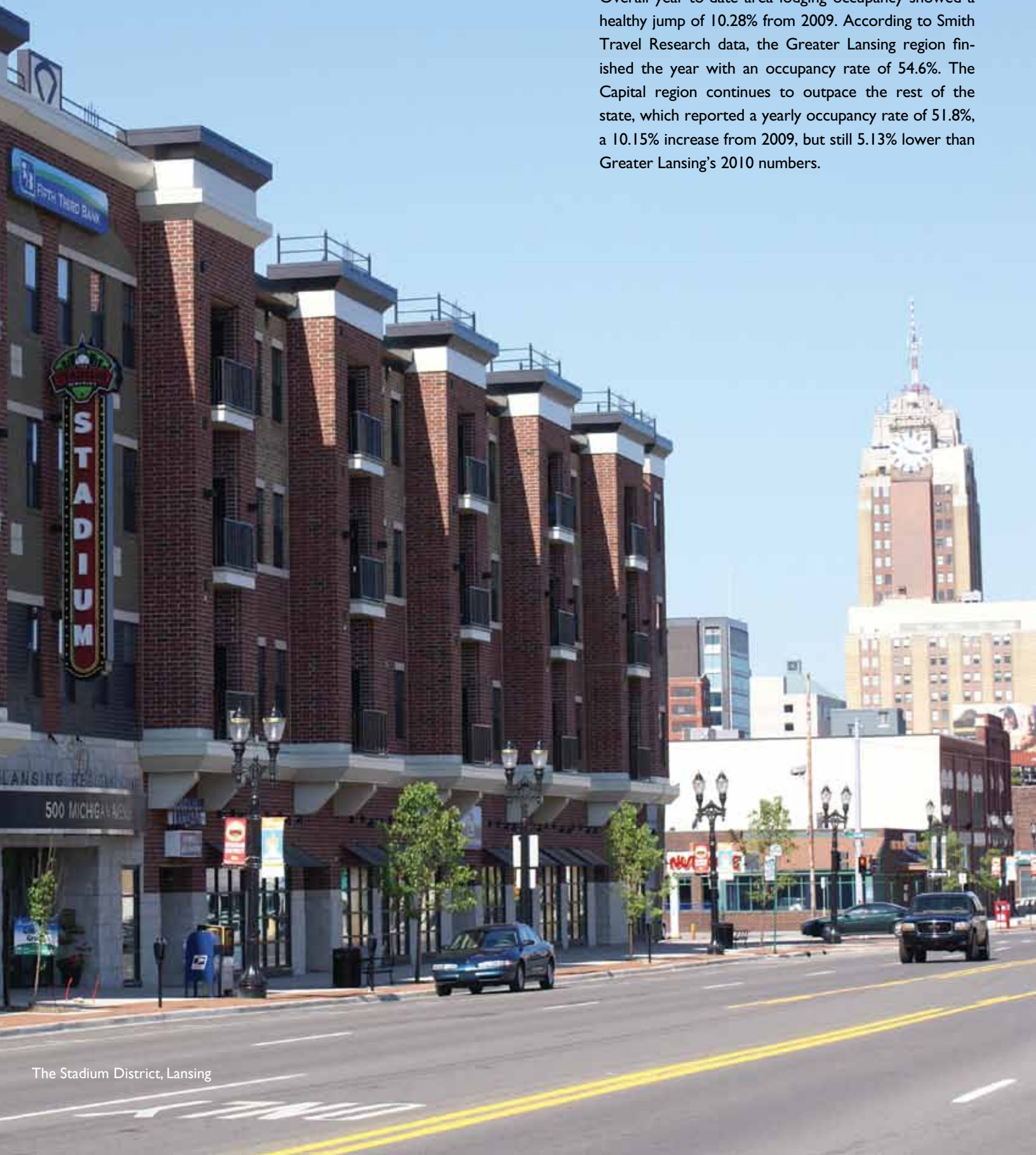


Greater Lansing branded vehicle wrap on Dean Trailways luxury motor coach.

DESTINATION SALES

PROOF OF PERFORMANCE

Overall year-to-date area lodging occupancy showed a healthy jump of 10.28% from 2009. According to Smith Travel Research data, the Greater Lansing region finished the year with an occupancy rate of 54.6%. The Capital region continues to outpace the rest of the state, which reported a yearly occupancy rate of 51.8%, a 10.15% increase from 2009, but still 5.13% lower than Greater Lansing's 2010 numbers.



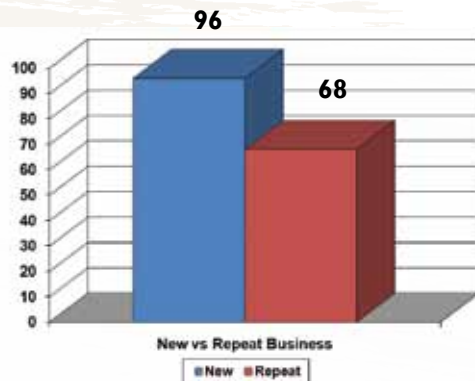
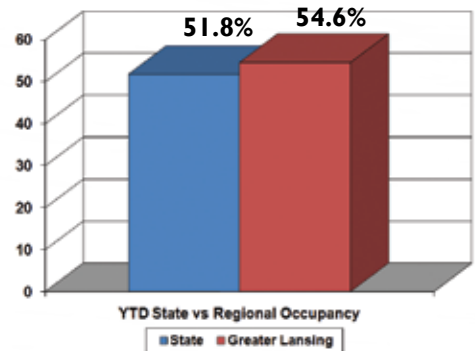
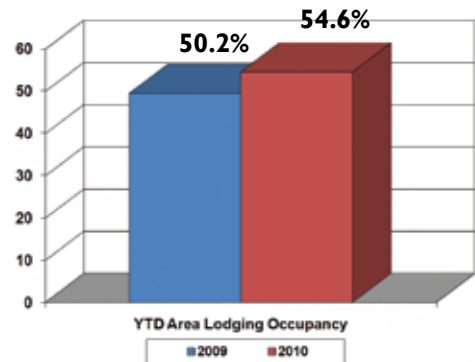
The Stadium District, Lansing

DESTINATION SALES

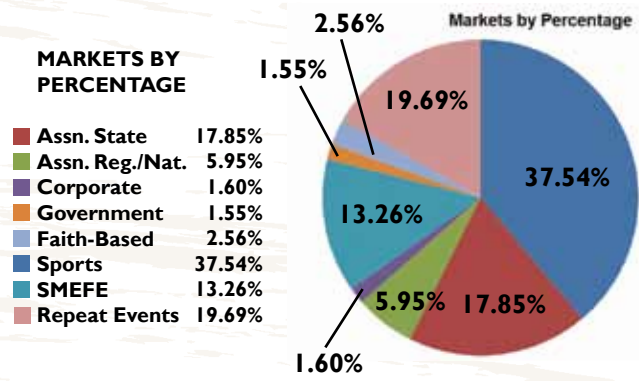
Working in conjunction with local hotel and meeting facility partners, the goal of the destination sales team is to secure meetings, trade shows, conventions and special events for Greater Lansing.

TOP ACCOMPLISHMENTS

- The sales department confirmed a total of 56,977 room nights, which includes 11,213 room nights from repeat events handled by GLCVB event services.
- Sales manager Mary Chris Hotchkiss was awarded the 2010 MPI Supplier of the Year Award.
- The sales team focused on securing new business resulting in 96 new events for the region in 2010.
- The GLCVB conducted several successful training sessions for regional hotel partners.
- The sales team hosted two meeting planner familiarization (FAM) tours on the GLCVB wrapped Dean motor coach.
- The top ten notable events booked included:
 - 2011 Kennedy Ctr. American College Theater Festival
 - 2010 USA Hockey Tier II Girls National Championships
 - 2014 National Committee on Theoretical & Applied Mechanics
 - 2011 GLAHA Capital City Showdown
 - 2010 Capital Area Classic Soccer Tournament
 - 2010 National Softball Assn. Summer Events
 - 2010 Senior Softball USA Northern Championships
 - 2010 MHSAA Boys & Girls State Semi-Finals & Finals
 - 2011 Skills USA State Leadership Conference
 - 2010 Michigan Republican Party State Convention



The GLCVB continued to build recognition with a new version of the successful 'pink fuzzy slipper' campaign. The campaign positions Greater Lansing as an easy and comfortable location to hold events due to the service provided by the GLCVB and its hospitality partners.



GREATER LANSING SPORTS AUTHORITY

GOING BEYOND THE BID

The Greater Lansing Sports Authority (GLSA) offers a full spectrum of services to visiting groups – going beyond the bid. The GLSA prides itself, and pleases visiting groups, by being as eager to make events successful as they are to book the business. After agreements are made bringing the event to town, the GLSA works with partners at local sports venues to tackle all aspects of event execution and offer total support with enthusiasm and follow-through. This includes everything from heading up Local Organizing Committees, to being at the event from start to finish and handling all the details in between. One example of this service-focused approach is the 2010 USA Hockey Tier II Girls Championships held last April. This first-ever event for USA Hockey held at Suburban Ice East Lansing went so smoothly it paved the way for another USA Hockey event, the 2012 Boys Tier II National Championships. Because of this total event management approach, events like these, most recently held in cities like Lake Placid, New York and Salt Lake City, Utah, are now taking notice of Michigan's Capital region and the Greater Lansing Sports Authority.



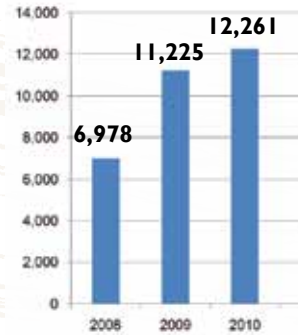
GREATER LANSING SPORTS AUTHORITY

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.

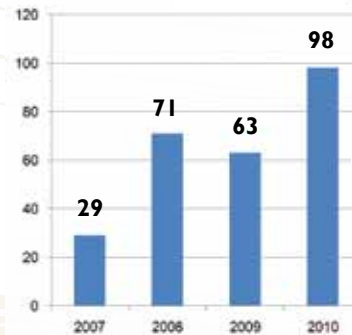
TOP ACCOMPLISHMENTS

- The GLSA was recognized with two awards from the National Association of Sports Commissions (NASC), one for Website of the Year, www.lansingsports.org, and one for Outstanding Communications & Advertising.
- With GLSA support, the Hawk Island Triathlon became one of the largest sprint triathlons in the Midwest, attracting competitors from across the U.S.
- For the first time since 2006, both the MHSAA Girls and Boys Basketball Championships were hosted in East Lansing in 2010. March Magic Hoopfest accompanied both tournaments.
- The GLSA hosted a first-time national event for the area with the U.S. Figure Skating Collegiate Championships.
- The GLSA continued its trend of unprecedented growth, hosting nearly 100 sports events in 2010.
- With GLSA coordination, the Greater Lansing ice sports community was awarded two huge events: The 2012 U.S. Figure Skating Jr. Nationals and the 2012 USA Hockey Tier II Boys National Championships.

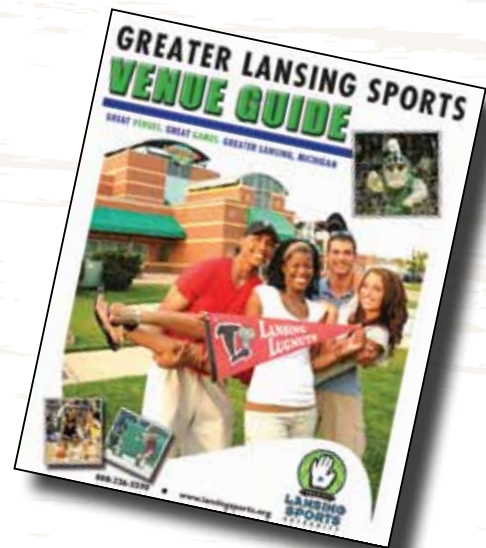
GLSA Annual Website Visitors



GLSA Event Growth by Years



The website and advertising shown, created by the MarCom department, received two first-place awards from the NASC.



The main print marketing piece for the GLSA, the Greater Lansing Sports Venue Guide, was completely redesigned and updated in 2010.

MARKETING COMMUNICATIONS

THE IMPORTANCE OF BEING SOCIAL

Trends in communication through social media channels remained very hot in 2010, and the GLCVB Marketing Communications department was right there leading the digital conversation. New and exciting for 2010 was the Greater Lansing mobile site/app. The GLCVB is proud to be the first DMO in the state to provide such an offering, allowing visitors and residents alike to leverage smart phone technology to get up-to-the-minute information on Greater Lansing events, attractions and more. Since it went live in July 2010, over 11,000 visitors have taken advantage of the new mobile platform. In addition, the GLCVB is still holding strong as the number one Twitter page among state Destination Marketing Organizations; the GLCVB Twitter page now boasts over 3,520 followers. Facebook has also been a successful outlet for the GLCVB, boasting over 800 Fans and recently having climbed into the top five referral sources for visits to GLCVB website www.lansing.org. The GLCVB Marketing Communications department has set the tone and truly understands the importance of being social.



The Greater Lansing Mobile App demonstrated on an Apple iPad.

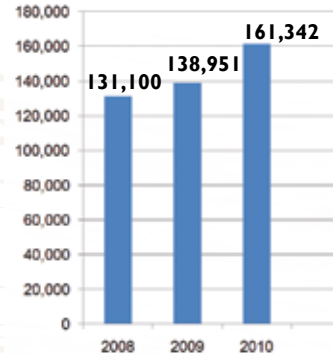
MARKETING COMMUNICATIONS

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.

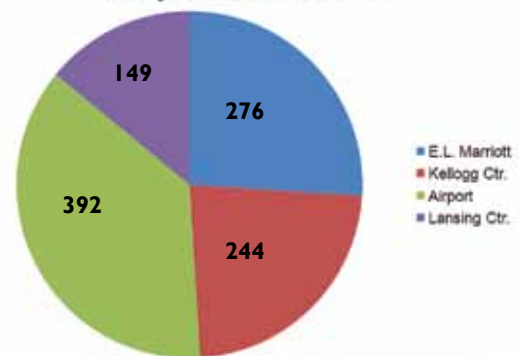
TOP ACCOMPLISHMENTS

- The GLCVB became the first DMO in the state to develop and launch a mobile app and mobile website. The app was recognized with a first place award from the North American Travel Journalists Association.
- The 2010 GLCVB search engine optimization plan helped boost web traffic to www.lansing.org by 26% and increased traffic to www.lansingsports.org by 11% over 2009 figures.
- At the 2010 PACE Awards, MarCom received a Pinnacle Award in the category of Tactics/Advertorial for a series of articles in *Greater Lansing SPORT Magazine*.
- MarCom helped facilitate the launch of the Greater Lansing Tourism Ambassadors program with print promotional materials, an enhanced website and media relations.
- The 2010 Greater Lansing Visitor Guide earned a second place award from the North American Travel Journalists Association.
- Fundraising for the 16th annual Be A Tourist In Your Own Town hit an all time high with over \$17,000 in sponsorships, shattering the goal of \$11,000.
- MarCom generated marketing materials, a new website and media buzz for the successful first-time Team Lansing Foundation fundraising event, Over the Edge.
- NorthStar Destination Strategies worked with MarCom to develop a research project examining local visitation trends.
- The GLCVB worked with Travel Michigan in an advertising co-op to broadcast Greater Lansing's radio ad voiced by Tim Allen.

GLCVB Annual Website Visitors



Average Kiosk Visits Per Month



MarCom developed an advertising campaign to promote the Greater Lansing Mobile App which ran in movie theaters, in print and online.



The 2010 Greater Lansing Visitor Guide earned a second place award from the North American Travel Journalists Association.

VISITOR SERVICES

GRADE-A ATTENDANCE BUILDING

When the Michigan Shorthorn Breeders Association was selected to host the 2010 National Jr. Shorthorn Show in Greater Lansing, they faced some challenges. Planners felt in a struggling economy a youth livestock show that carries with it a significant amount of travel costs, might be easily struck from the family budget. GLCVB visitor services responded to this need with several important pre-promotion tools such as an advertisement promoting the 2010 event in the preceding year's event program, custom flyers promoting the show at other events with similar attendees (like Future Farmers of America) and a custom website, to name a few. When the 2010 event took place in Greater Lansing, visitor services was on-site to make attendees feel welcome with an info booth, dining coupons, visitor guides and welcome bags. Attendance for the event came in at a robust 800, far exceeding the expectations of the planning committee.



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

- GLCVB Visitor Services helped welcome thousands of international guests to the community with the 2010 Odyssey of the Mind World Finals.
- Visitor guide ad sales surpassed the goal of \$93,000, reaching a total ad revenue of \$100,132 with a total of 55 ads sold.

BUREAU EVENTS

- Visitor services facilitated another successful Holiday Showcase Event at the Lansing Center. Sixty GLCVB members exhibited and there were 310 attendees.
- The GLCVB MSU Tailgate Event was held October 2, 2010. Over 100 clients and community partners were in attendance.

COMMUNITY RELATIONS

- The GLCVB hosted the US 27 Motor Tour at Eastwood Towne Center. Over 140 classic cars came through town and the GLCVB coordinated show logistics, publicity, registration and even created a custom website for the event.
- The GLCVB had a very successful 16th annual Be A Tourist In Your Own Town event. Over 15,000 people participated.
- The GLCVB created it's 5th annual "float" for the Electric Light Parade during Silver Bells in the City.



Event participants purchase passports at the Stadium District Visitor Center during the 16th annual Be A Tourist In Your Own Town held Saturday, June 5, 2010.

GLCVB MEMBERSHIP UPDATE

Sixty-three new members were added in 2010, making an annual membership total of 435, and a net membership gain for the year of 32. Two member seminars were held in 2010 focusing on timely topics including "Marketing Your Business Through Social Media" and "How GLCVB Membership Can Help Your Business." Three member socials were held with an average attendance of 200 per event.

MAJOR EVENTS HOSTED IN 2010

- MI State Council Knights of Columbus Bowling Tournament
- USA Hockey Tier II Girls National Championships
- Michigan Veterinary Conference
- Michigan Science Teachers Association
- Odyssey of the Mind World Finals
- Michigan Safety Conference
- National Junior Shorthorn Association
- Great Lakes International Draft Horse Show & Pull
- Michigan High School Athletic Association Boys & Girls Finals
- Hawk Island Triathlon



Team t-shirts, crazy hats and all kinds of other wild accessories were just part of the scene as Odyssey of the Mind World Finals took over the Michigan State University campus in May.

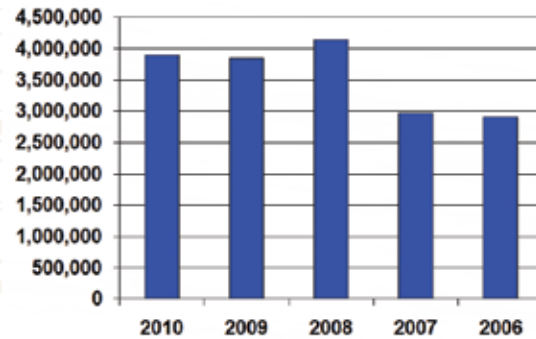
FINANCE & ADMINISTRATION

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 2010 TOTAL: \$3,891,772*

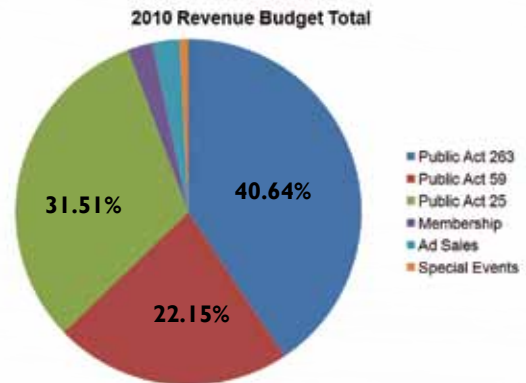
* This number represents collections from all of the hotel properties in Ingham County and DeWitt, Delta and Windsor Townships. The Bureau receives 80% of the PA 263 tax collected by Ingham County properties and 100% of the PA 59 and PA 25 marketing assessments from DeWitt, Delta and Windsor Township properties. Due to the passage of PA 25, GLCVB funding now reflects an additional 2% marketing assessment from Ingham County and DeWitt, Delta and Windsor Township properties, beginning in 2008.

BED TAX



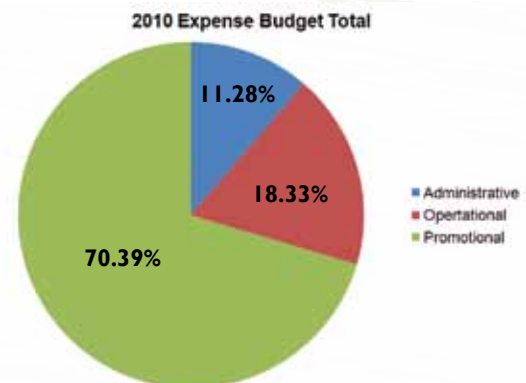
2010 REVENUE BUDGET TOTAL: \$3,640,831

A.	PA 263	40.64%
	Ingham County	
B.	PA 59	22.15%
	Delta Township	
	DeWitt Township	
	Windsor Township	
C.	PA 25	31.51%
	Greater Lansing Area	
D.	Membership Dues	2.33%
E.	Advertising Sales	2.55%
F.	Special Events/Misc.	.82%



2010 EXPENSE BUDGET TOTAL: \$3,639,284

Administrative	11.28%
Operational	18.33%
Promotional	70.39%



2010 GLCVB ACTUAL REVENUE: \$3,735,957

2010 GLCVB ACTUAL EXPENSES: \$3,364,748

GLCVB BOARD OF DIRECTORS

2010 AND 2011 BOARD MEMBERS

Cindy Bowen Board Chair	Lexington Lansing Hotel
Steve Frederickson Vice-Chair	The Christman Company
Robert Selig Secretary-Treasurer	Capital Region International Airport
Joel Heberlein Past Board Chair	Kellogg Hotel and Conference Center
Mike Rice	Quality Suites Hotel
Thomas M. Collins	Hertz Rent-A-Car
Debbie De Leon	Ingham County Board of Commissioners
Dorothy E. Maxwell	Max Weingar Group
Barry Freed	Art Craft Display, Inc.
Kellie Dean	Dean Transportation/Dean Trailways
Gus Pine	Radisson Hotel Lansing

2010 GLCVB COMMITTEES

Executive Committee

Cindy Bowen, Chair	Lexington Lansing Hotel
Steve Frederickson	The Christman Company
Robert Selig	Capital Region International Airport
Joel Heberlein	Kellogg Hotel and Conference Center

Finance Committee

Robert Selig, Chair	Capital Region International Airport
Barry Freed	Art Craft Display, Inc.
Gus Pine	Radisson Hotel Lansing
Debbie De Leon	Ingham County Board of Commissioners
Dorothy Maxwell	Max Weingar Group

Lodging Committee

Mike Rice, Chair	Quality Suites Hotel
Michele Uhaze	Candlewood Suites Hotel
Gus Pine	Radisson Hotel Lansing
Eric Sudol	East Lansing Marriott at University Place
Lora Helou	Michigan State University Museum

2010 GLCVB STAFF

In alphabetical order:

Jacquelyn Bastion, CTA - Multimedia and Creative Design Specialist

Shari Berger, CHSP, CTA - Vice President, Sales

Deborah Bough, CTA - Assistant Controller

Meghan Carmody, CTA - Manager of Sports Events

Lisa Dalton, CTA - Sales Manager

Brendan Dwyer, CTA - Manager, Marketing Communications

Brianna Garrett, CTA - Sales Manager

Jennifer Hagen, CMP, CTA - Events Manager

T.J. Hawkins, CTA - Sports Assistant

W. Lee Hladki, CTA - President & CEO

Mary Chris Hotchkiss, CTA - Sales Manager

Kristina Kauffman, CTA - Administrative Assistant

Heather Cooper Kim, CTA - Sales Manager

Lori Lanspeary, CTA - Leisure Marketing Manager

Megan Laugavitz, CTA - Administrative Assistant, Destination Sales

Tracy Padot, CTA - Vice President, Marketing Communications

Jan Pfeiffer, CTA - Membership Services Manager

Julie Pingston, CMP, CTA - Senior Vice President

Mike Price, CSEE, CTA - Director, Greater Lansing Sports Authority

Brandie Putnam, CMP, CTA - Convention Services Manager

Macie Schriener, CTA - Manager, eMarketing & Emerging Technologies

Doris Sims, CTA - Sales Manager

Mike Zumbaugh, CDME, CTA - Vice President, Finance and Administration

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.

GREATER LANSING TOURISM AMBASSADORS

The Team Lansing Foundation successfully launched the Greater Lansing Tourism Ambassadors Program. At the close of 2010, 159 area hospitality staff and residents had earned a Certified Tourism Ambassador designation. This training program seeks to educate and inspire front-line hospitality employees on all there is to see and do in Greater Lansing. When individuals complete the training they can make better suggestions and recommendations to visitors, helping the overall visitor experience. The Team Lansing Foundation believes earning the CTA star lapel pin will be a goal of local hospitality staff for years to come.



GLCVB staff like Brianna Garrett joined area hospitality employees and many interested area residents and became a Greater Lansing Tourism Ambassador.

COMMUNITY DEVELOPMENT

During 2010, the Team Lansing Foundation was pleased to donate funds to support several community festivals, events and initiatives.

OVER THE EDGE EVENT

The inaugural Over the Edge event was held on June 5, 2010. Over 80 brave individuals rappelled down the side of the Boji Tower to help the Team Lansing Foundation raise destination development funds and aid in the promotion of the Greater Lansing Tourism Ambassador program.



GLCVB President and Team Lansing Foundation Executive Director Lee Hladki poses with Foundation Board Treasurer and Over the Edge participant, Kelly Rossman.



GLCVB Senior Vice President Julie Pingston and Events Manager Jennifer Hagen took the leap for Lansing during Over the Edge 2010.

TEAM LANSING FOUNDATION

2010 FOUNDATION BOARD MEMBERS

W. Lee Hladki Executive Director	Greater Lansing CVB
Tom Collins Chair	Hertz Rent-A-Car
John Rosendahl Vice-Chair	Lee Wayne, Inc.
Kelly Rossman Secretary/Treasurer	The Rossman Group
Mayor Virg Bernero Director	City of Lansing
Paula Cunningham Director	Capitol Bancorp
Bonnie Knutson, Ph.D. Director	MSU School of Hospitality Business

