



# 2011 ANNUAL REPORT

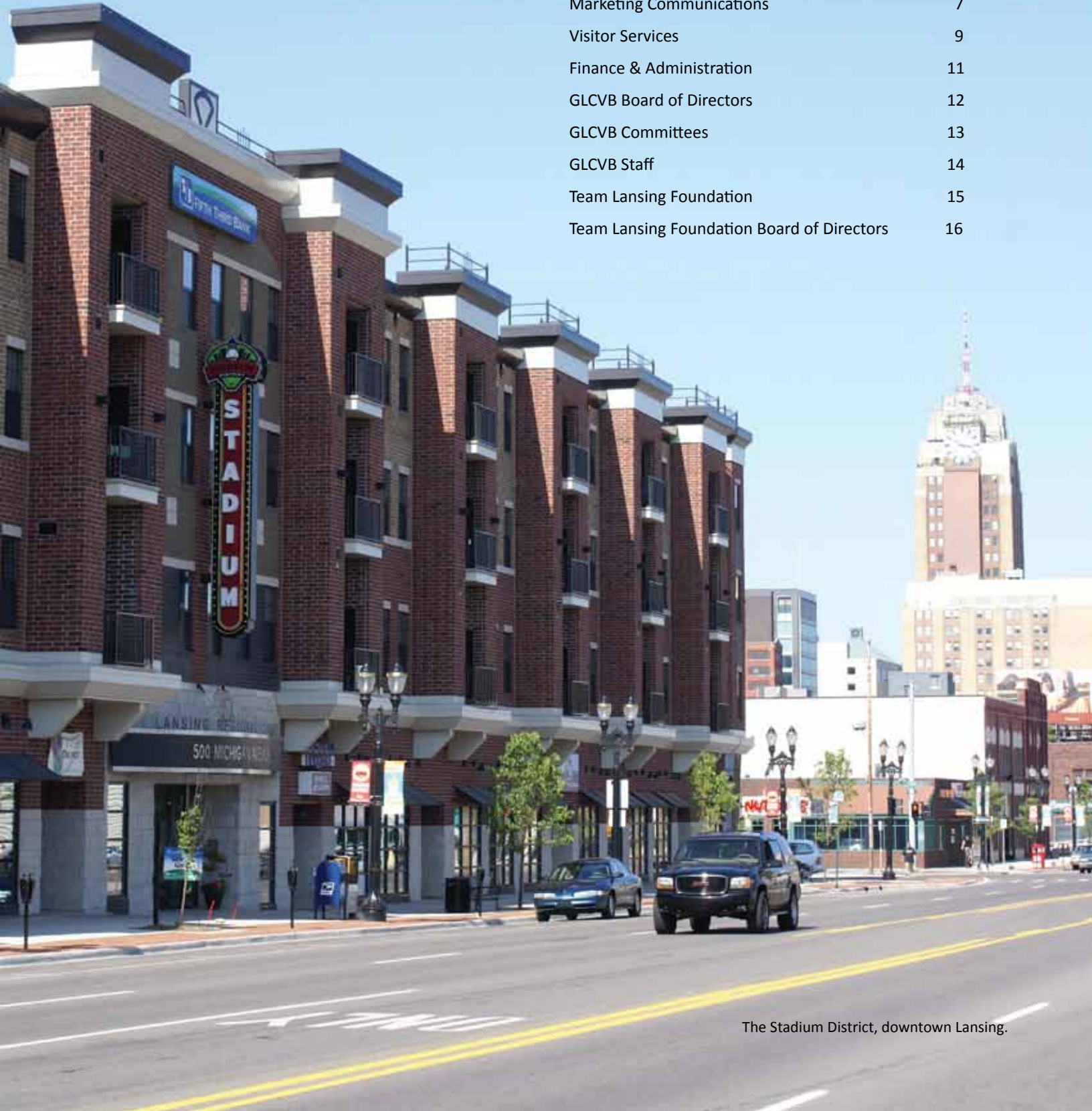




# INDEX

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Letter from the President and Board Chair	1
Bureau Highlights	2
Destination Sales	3
Greater Lansing Sports Authority	5
Marketing Communications	7
Visitor Services	9
Finance & Administration	11
GLCVB Board of Directors	12
GLCVB Committees	13
GLCVB Staff	14
Team Lansing Foundation	15
Team Lansing Foundation Board of Directors	16



The Stadium District, downtown Lansing.

# LETTER FROM THE PRESIDENT AND BOARD CHAIR

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*“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.”*



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

The following pages highlight the Bureau’s accomplishments over the course of 2011 and give a deeper look into our mission – **marketing and selling the Greater Lansing community as a travel destination.**

As we review 2011, many exciting challenges and opportunities for growth presented themselves throughout the year. The GLCVB switched over to a new data management solution, Simpleview. We saw a reinvigorated sales team flourish under new leadership and the addition of new roles committed to vital regional partnerships. Lastly we were pleased to see the Greater Lansing Tourism Ambassador program truly take hold in the community, a fact that is reflected in what we’re proud to say are outstanding retention rates.

Taking a step back and considering the bigger picture, we saw the economy for the State of Michigan continue to grow stronger, which helped trigger significant growth for hotel occupancy and the tourism industry. The Bureau is pleased to report that this trend continued at the local level and 2011 brought measurable growth for regional leisure travel and lodging occupancy as well.



Cindy Bowen  
2011 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 2012.

# BUREAU HIGHLIGHTS

## A YEAR TO REMEMBER...

The Greater Lansing Convention and Visitors Bureau had another productive year in 2011, taking on some big challenges and seeing through key long-term goals. Perhaps the biggest challenge was the organization's transition to the Simpleview platform. A data management solution of this type, that integrates so many of the functions of each department into one system, allows for better data tracking, customer relationship management and so much more. One of the most exciting aspects of the system is increased partner access to membership records and reports, giving members the ability to update their own information.



*The transition to Simpleview aligned all departments on one platform.*

The first full year of activity for the Greater Lansing Tourism Ambassador Program also occurred in 2011. The program gained a lot of momentum and created hundreds of reinvigorated regional advocates. An effective measure of the program's success is reflected in the renewal rates. As the program now begins its second full year, area CTAs renewed their certifications at a healthy rate of 81%.



*Julie Pingston and Greater Lansing CTA of the year, Zach Smith, from Kellogg Hotel & Conference Center.*

In keeping with the CTA spirit of community awareness, the GLCVB also launched a special campaign in 2011 aimed at educating residents on the importance of tourism. Billboards, newspaper inserts, flyers and advertisements served to teach locals that in Greater Lansing - Tourism Counts!

Finally, the GLCVB created a new role within the organization solely focused on serving as a liaison between the Bureau and regional partnerships to strengthen communication and strategic planning for the future.



*The GLCVB made efforts to educate constituents that TOURISM COUNTS!*



*The GLSA worked on new events like the Capital City Dragon Boat Race.*

# DESTINATION SALES

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## CONTINUED GROWTH...

Overall year-to-date area lodging occupancy showed continued recovery, posting a 3.92% increase from a very successful 2010. According to Smith Travel Research (STR) data, the Greater Lansing region finished 2011 with an occupancy rate of 56.5%. The Capital region once again out-performed the state as a whole, which reported a yearly occupancy rate of 55.3%, a healthy 6.86% increase from 2010.



Downtown Lansing

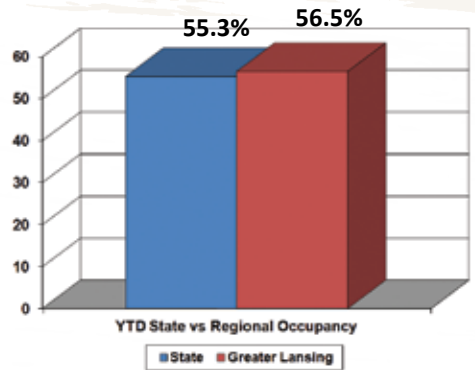
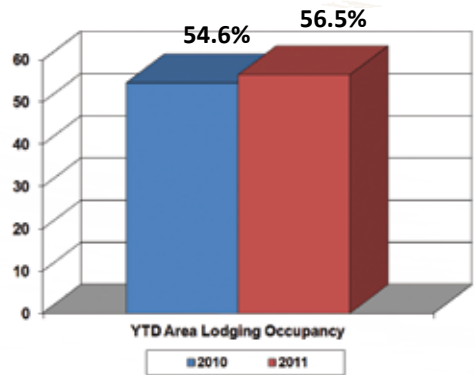
# DESTINATION SALES

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 33,390 room nights, surpassing the annual goal of 32,750.
- Two sales managers prepared for the Certified Meeting Planner exam, with the test taking place in January 2012.
- Transitioned to a new Customer Relationship Management (CRM) program, changing from iDSS to Simpleview.
- Refocused sales efforts on local and state associations brought about several key new bookings.
- Hosted two successful client events in May and August at Potter Park Zoo and on the Riverfront near the Lansing Center.
- Increased partner attendance, participation and engagement at monthly partner meetings.
- Launched a successful local marketing campaign directed at 700+ area faith-based organizations.
- Recruited more local meeting planners and hospitality professionals to become Greater Lansing Tourism Ambassadors.
- Began a year-long professional sales training project with Braveheart Sales Performance, to be completed at the end of 2012.
- Key groups booked in 2011 for future events include:

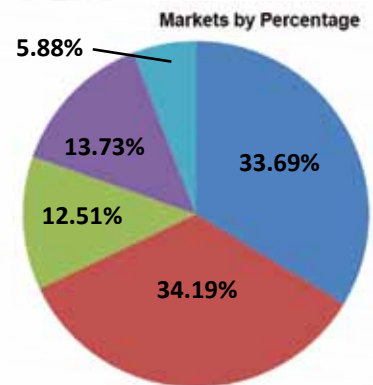
- Great Lakes Ice Cream & Fast Food Association
- Michigan Festivals & Events Association
- National Association of College & University Food Services
- Michigan Turfgrass Foundation
- Michigan Science Teachers Association
- Information Network for Christian Homes
- Int. Masons & Order of the Eastern Star - MI Chapter
- Michigan Council of Nurse Practitioners
- Habitat for Humanity of Michigan
- Michigan Music Association



### MARKETS BY PERCENTAGE

Assn. State	34.19%
Nat. Reg. Assn.	12.51%
Faith-Based	13.73%
Education	33.69%
Other*	5.88%

\*Other includes: Corporate, Fraternal, Government, Military, Reunion and Social groups.



The GLCVB continued to build recognition with the ad campaign, "Greater Lansing Support System."





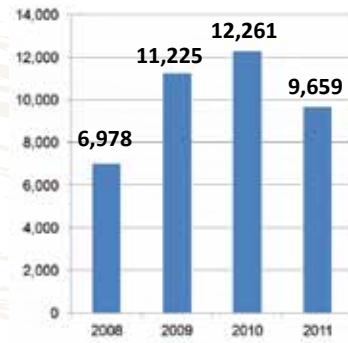
# GREATER LANSING SPORTS AUTHORITY

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.

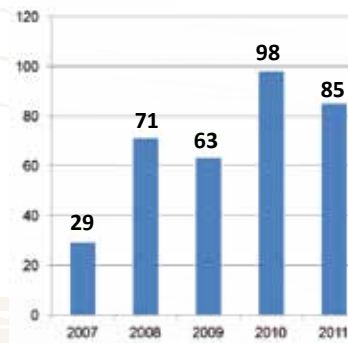
## TOP ACCOMPLISHMENTS

- The GLSA was recognized with two awards from the National Association of Sports Commissions (NASC). The first, Website of the Year, comes to the GLSA for the third consecutive year. The other NASC honor was for Member of the Year, a first-time honor.
- The GLSA made its room night goal, securing a total of 22,144 rooms, generating an estimated \$5.1 million in economic impact.
- By successfully partnering with the MHSAA and MSU, the GLSA was able to secure the MHSAA Girls and Boys State Basketball Championships through 2017.
- The GLSA hosted a first-time national event for the area with the U.S. Figure Skating Collegiate Championships.
- The GLSA had a productive year despite economic and local facility challenges hosting 85 events and welcoming an estimated 54,000 athletes.
- The GLSA was part of the organizing committee for the inaugural Capital City Dragon Boat Race. This event highlighted the region's ability to host water activities downtown and earned the GLSA the Mayor's Hometown Hero award. GLSA efforts led to grants which brought a new dock to Riverfront Park.
- Top events booked or hosted in 2011 include:
  - U.S. Figure Skating Junior Championships
  - MHSAA Girls and Boys Basketball State Championships/Hoopfest
  - USA Hockey Tier II 18u Nationals
  - Senior Softball USA Northern Nationals
  - Capital Area Classic Soccer Tournament

GLSA Annual Website Visitors



GLSA Events Hosted by Years



The staff of the GLSA (from left to right) Meghan Ziehmer, Mike Price and TJ Hawkins, show off the Member of the Year Trophy received in 2011 from the National Association of Sports Commissions.

The GLSA received new marketing materials with a fresh, updated look for the website, print and trade show materials.

# MARKETING COMMUNICATIONS

## IN GREATER LANSING - TOURISM COUNTS

Overwhelming statistical data showed that tourism and visitation to our region has a major effect on the local economy; roughly 4.7 million visitors every year, generating over \$424 million dollars in economic impact and providing over 7,200 local jobs to area residents. In the wake of both national and local economic woes, the GLCVB launched a campaign to spread some good news and to show that **Tourism Counts!** The tourism counts campaign was designed to educate residents of Greater Lansing, as well as partners and constituents of the Greater Lansing CVB, about how valuable the hospitality and tourism industry is to the region. In addition to earned media, the campaign included billboards, print advertising, brochures, mini-card leave-behinds and numerous web and social media components. The campaign was a huge success. Not only have the **Tourism Counts** collateral pieces become a key tool for GLCVB membership and destination sales staff, the campaign also won a 2011 Gold Prize Award from the North American Travel Journalists Association.



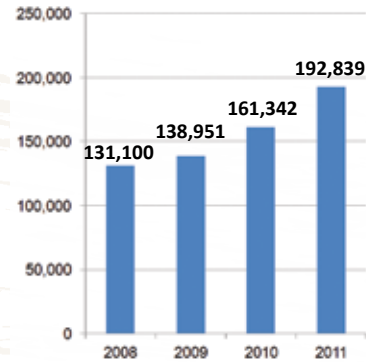
# MARKETING COMMUNICATIONS

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

- MarCom worked over the course of 2011 to transition current websites to the Simpleview platform.
- Over 24,000 users took advantage of the new mobile website and mobile app technology in 2011, compared to 11,000 users in 2010.
- Social media remained a strong communication outlet as Twitter followers rose to 4,909 in 2011, a 39.4% increase from 2010, and Facebook fans rose to 1,371, a 71.4% increase from last year.
- In early February 2011, the GLCVB received a perfect 100 score from the Twitter grading system. As a result, the CVB's Twitter klout rose to 52. For comparison, Grand Rapids had a Twitter klout of 10.
- The GLCVB was honored with three awards from the North American Travel Journalists Association; a Gold (first place) award for the mobile app, a Silver (second place) for the 2010 Visitor Guide and another Gold award for the 2011 Tourism Counts campaign.
- The GLCVB received two awards from the Public Relations Society of America - Central Michigan Chapter at the 2011 PACE Awards. A Pinnacle Award in the category of Tactics: Electronic Media for the Greater Lansing Mobile App Campaign. The GLCVB sponsored event, Over the Edge, brought in the Award of Excellence in the category of Special Events.
- Fundraising for the 17th Annual Be A Tourist In Your Own Town event totaled \$15,400, surpassing the goal of \$12,500. Over 50 attractions participated in the city-wide event. MarCom developed radio and television public service announcements, placed advertising, produced collateral pieces, updated websites/social networks and conducted media interviews.
- MarCom coordinated publicity and media/VIP activities for the Over the Edge event on June 4, 2011.
- 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 statewide as well as in three out-of-state destinations: Toledo, Fort Wayne and South Bend.

GLCVB Annual Website Visitors



MarCom produced the Greater Lansing Visitor Guide and facilitated distribution of over 130,000 copies.



Part of the conversion to Simpleview included MarCom managing the simultaneous redesign and launch of [lansing.org](http://lansing.org) and [lansingsports.org](http://lansingsports.org).

# VISITOR SERVICES

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## HELPING HANDS

The GLCVB made it a goal in 2011 to continue the national trend of promoting corporate social responsibility (CSR) in our community. The GLCVB Visitor Services department decided the best place to start was with one of our own events. The theme of the 2011 Holiday Showcase event was “Helping Hands” and exhibitors at the popular holiday trade show were encouraged to donate mittens to several charities, including the Lansing Volunteers of America. Over 600 pairs of mittens and gloves were collected. The GLCVB also provided resources and information on local charities and non-profit agencies so that event professionals can hold CSR initiatives within their own events when they meet in Greater Lansing.



# 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 Services Department provided local information, hotel availability and a welcome campaign for visitors attending the U2 concert at Spartan Stadium in June.
- The GLCVB partnered to kick-off First Fridays, a new promotional opportunity for members where residents are encouraged to get out, ride CATA and patronize some of the nearly 115 partnering establishments.

## BUREAU EVENTS

- Visitor services facilitated another successful Holiday Showcase Event at the Lansing Center. Sixty-five GLCVB members exhibited and there were 150 attendees.
- The GLCVB MSU Tailgate Event was held on September 24, 2011. Over 100 clients and community partners were in attendance.

## COMMUNITY RELATIONS

- The GLCVB hosted the 5th Annual US 27 Motor Tour at the Mega Mall in north Lansing. Over 150 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 17th annual Be A Tourist In Your Own Town event which was held in conjunction with the 2011 Over the Edge Event.
- The GLCVB hosted a Silver Bells hospitality event to which over 175 guests attended.



*The GLCVB honored National Celebrate Services Day on August 25, 2011 with several local hospitality partners.*

## GLCVB MEMBERSHIP UPDATE

Forty-six new members were added in 2011, bringing about an annual membership total of 449, and a net membership gain for the year of 14. Two member seminars were held in 2011 focusing on timely topics including "Doing More with Less: The New Normal" and "Extreme Couponing from the Business Perspective." Three member socials were held during the year with strong attendance at each event. Visitor Guide ad sales were finalized at \$110,778 exceeding the goal of \$93,000.

## MAJOR EVENTS HOSTED IN 2011

- Kennedy Center American College Theater Festival
- Michigan Veterinary Conference
- Great Lakes Ice Cream & Fast Food Association
- American Guild of English Handbell Ringers
- American Association of Airport Executives
- Michigan Safety Conference
- American Horticulture Society
- International Cat Association
- Association of Michigan Basketmakers
- Great Lakes International Draft Horse Show & Pull



*When the Great Lakes International Draft Horse Show and Pull came to Greater Lansing over October 13-16, 2011 they made a stop at the Greater Lansing Visitor Center before stepping off for the big parade downtown.*

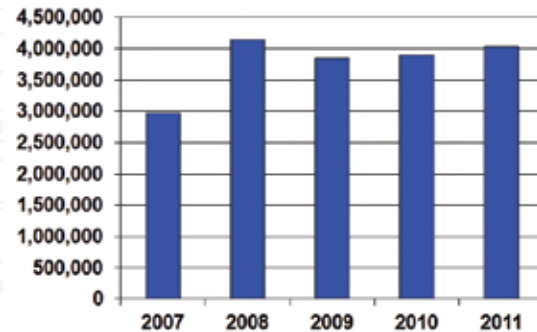
# FINANCE & ADMINISTRATION

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 2011 TOTAL: \$4,038,505\*

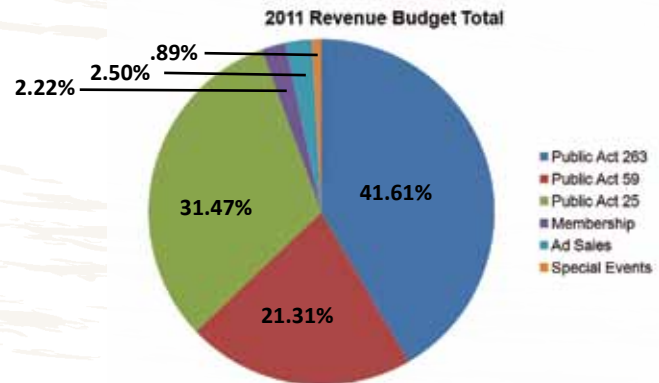
\* This number represents collections from all of the hotel properties in Ingham County and DeWitt, Delta and Windsor Townships. The Bureau receives 80% of the PA 263 tax collected by Ingham County properties and 100% of the PA 59 and PA 25 marketing assessments from DeWitt, Delta and Windsor Township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



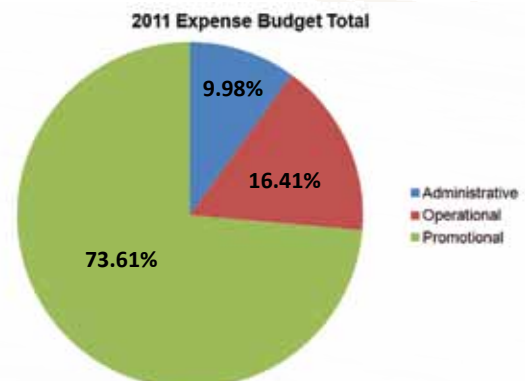
## 2011 REVENUE BUDGET TOTAL: \$3,727,327

<b>A.</b>	<b>PA 263</b>	<b>41.61%</b>
	Ingham County	
<b>B.</b>	<b>PA 59</b>	<b>21.31%</b>
	Delta Township	
	DeWitt Township	
	Windsor Township	
<b>C.</b>	<b>PA 25</b>	<b>31.47%</b>
	Greater Lansing Area	
<b>D.</b>	<b>Membership Dues</b>	<b>2.22%</b>
<b>E.</b>	<b>Advertising Sales</b>	<b>2.50%</b>
<b>F.</b>	<b>Special Events/Misc.</b>	<b>.89%</b>



## 2011 EXPENSE BUDGET TOTAL: \$3,726,327

Administrative	9.98%
Operational	16.41%
Promotional	73.61%



**2011 GLCVB ACTUAL REVENUE: \$3,937,946**

**2011 GLCVB ACTUAL EXPENSES: \$3,853,402**

# GLCVB BOARD OF DIRECTORS

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## 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

# 2011 GLCVB COMMITTEES

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## 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 E. 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
Elaine Hardy	Hannah Community Center
Erik Larson	Impression 5 Science Center

# 2011 GLCVB STAFF

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## **ADMINISTRATION**

W. Lee Hladki, CTA - President & CEO

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

Deborah Bough, CTA - Computer & Information Systems Manager

Polly Brickey, CTA - Executive Assistant

Karen Sanders, CTA - Administrative Assistant

## **VISITOR SERVICES**

Julie Pingston, CMP, CTA - Senior Vice President

Jennifer Hagen, CMP, CTA - Events Manager

Kristina Kauffman, CTA - Visitor Services Coordinator

Jan Pfeiffer, CTA - Membership Services Manager

Brandie Putnam, CMP, CTA - Convention Services Manager

## **DESTINATION SALES**

David Buckenberger, CMP, CMS, CTA - Vice President, Business Development

Gus Pine, CTA - Vice President, Regional Partnerships

Lisa Dalton, CTA - Sales Manager

Beth Hoschner, CTA - Sales Coordinator

Mary Chris Hotchkiss, CTA - Sales Manager

Heather Cooper Kim, CTA - Sales Manager

Doris Sims, CTA - Sales Manager

Amanda Toy, CTA - Sales Manager

## **SPORTS AUTHORITY**

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

T.J. Hawkins, CTA - Sports Coordinator

Meghan Ziehmer, CTA - Manager of Sports Events

## **MARKETING COMMUNICATIONS**

Tracy Padot, CTA - Vice President, Marketing Communications

Jacquelyn Bastion, CTA - Manager, Multimedia & Creative Design

Brendan Dwyer, CTA - Manager, Marketing Communications

Lori Lanspeary, CTA - Leisure Marketing Manager

Matt Mohundro, CTA - Manager, Digital Strategies

# TEAM LANSING FOUNDATION

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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

Originally launched in 2010, last year brought about the first complete year of activity for the Greater Lansing Tourism Ambassador Program. The year-end total for local CTAs was 372. The program achieved a very impressive 81% first year renewal rate, the second highest renewal rate in the entire country for 2011, according to the Tourism Ambassador Institute (TAI).

## AWARDS AND RECOGNITION

The CTA Star Awards were held in September and Zach Smith, CTA, Front Desk Agent at the Kellogg Hotel and Conference Center was selected as the Greater Lansing CTA of the Year. Zach will be the Greater Lansing region's nominee to the national program's CTA of the Year in May 2012.



*Zach Smith, CTA, poses with his Greater Lansing CTA of the Year trophy at the awards ceremony held in September at the Lansing Center.*

## OVER THE EDGE EVENT

The Team Lansing Foundation's second Over the Edge event was held on June 4, 2011. Over 58 brave individuals repelled down the side of the Boji Tower to help the Team Lansing Foundation raise destination development funds, aid in the promotion of the Greater Lansing Tourism Ambassador program and further spread the word about the Team Lansing Foundation.



*GLCVB Vice President of Finance and Administration, Mike Zumbaugh, pauses during Over the Edge to pose with Greater Lansing's most recognizable attraction.*

## COMMUNITY DEVELOPMENT

During 2011, the Team Lansing Foundation was pleased to donate funds to support several community festivals, events and initiatives.

## COMMUNITY ENGAGEMENT

Throughout 2011, CTA networking events were held at the Greater Lansing Visitor Center, Impression 5 Science Center and Potter Park Zoo, as well as during Be A Tourist In Your Own Town and Silver Bells in the City. Mixers provided opportunities for CTAs to network with one another and become more familiar with local events and attractions.



*GLCVB Membership Manager Jan Pfeiffer addresses a group of eager CTAs at the mixer held at Impression 5 Science Center.*

# TEAM LANSING FOUNDATION

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## 2011 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 National Bank
Bonnie Knutson, Ph.D. Director	MSU School of Hospitality Business

