

TOGETHER, WE THRIVE

2019 ANNUAL REPORT



LANSING REGIONAL CHAMBER

MESSAGE FROM THE CHAMBER

The Lansing Regional Chamber of Commerce (LRCC) had an incredible, fast-paced year, full of hard work, achievements and bright outcomes. The primary focus in 2019 was to strengthen the organization, our membership and our role within the Lansing regional business community.

The LRCC strategic plan continued to provide a roadmap to further improve our operations and organizational procedures, as well as our role as the voice of local business.

In 2019, the LRCC debuted a new and improved website, launched advocacy efforts to develop and retain top talent, built and fostered relationships through member engagement, collaboration and education, and completed the U.S. Chamber of Commerce accreditation application. As part of the process, the LRCC earned a 5-star distinction, which places the organization in the top 3% of chambers nationwide.

The LRCC collaborated with many of its members and local, state and federal policymakers over the past year. We focused primarily on five key areas – talent and workforce development, regional infrastructure, economic development, regulatory environment and local government financial health.

We want to thank all our partners who have worked with us side-by-side to address the significant issues, challenges and opportunities facing our region. We also appreciate the members and key stakeholders who frequently sit down with LRCC staff to collaborate and coordinate ways to strengthen economic growth and expansion, develop top-tier talent and advance the organization. Without their partnership and support, the Chamber and the forward momentum of the region would cease to exist. We wholeheartedly share all our successes over the past year with you.

As we wrap up another incredible year, we are looking forward to an equally exciting and rewarding 2020. On behalf of all LRCC staff, thank you for your partnership, commitment and dedication to the Chamber and Lansing region.

TIM DAMAN

President and CEO

Lansing Regional Chamber of Commerce

LRCC BOARD OF DIRECTORS

OFFICERS

Board Chair
Wendy Hamilton / TechSmith

Past Chair
Patrick Dean / Dean Transportation

Chair Elect
Mike Zamiara / Niowave

Legal Counsel
Patricia Scott / Foster, Swift, Collins & Smith, P.C.

Treasurer
Andy Rose / Rehmann

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Tim Daman / Lansing Regional Chamber of Commerce

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Marketing and Communications
Lisa O'Connor / Publicom

Government Relations
Matt Resch / Resch Strategies

Member Services
Michelle Massey / Dewpoint

Regional Initiatives
Kirk Ray / McLaren Greater Lansing

AT-LARGE

Tina Brumley / Auto-Owners Insurance

April Clobes / MSU Federal Credit Union

Jim Farrell / Dart Container

Roger Graff / Farm Bureau Insurance Co.

Glenn Granger / Granger Construction

Keith Granger / Granger Container

David Lewis / AT&T Michigan

Darci Marcum / General Motors

Van Martin / Martin Commercial Properties

Jeff Metts / Dowding Industries

Ken Misiewicz / Pleune Service Company

Steve Quinlan / Neogen

Joe Ruth / Sparrow

Lisa Ellen Smith / Inverve Marketing

Todd Surline / Hiring Solutions

Dr. Kathleen Wilbur / Michigan State University

Kevin Zielke / AF Group

David Zyble / Jackson National Life Insurance Co.

WE ARE...

The trusted convener for professionals, influencers and leaders in the region.

The voice of the business community and advocate on their behalf on important issues.

Incredibly passionate about the Lansing region.

The center for professional engagement in the community.

The platform for businesses to share their stories.

Continually helping the tri-county region build momentum and drive economic growth.

WE ARE THE LANSING REGIONAL CHAMBER OF COMMERCE.



LANSING REGIONAL CHAMBER

BUILDING A BETTER CHAMBER

The Lansing Regional Chamber's five-year strategic plan developed in partnership with the board of directors, members and staff aligns the mission, vision, short and long-term goals and four core areas: excellent operations, business value, policy influence and regional leadership.



In the summer of 2019, the LRCC submitted an accreditation application to the United States Chamber of Commerce as part of its larger strategic plan. The accreditation is an extensive process that contains several in-depth steps.

THE LRCC WAS AWARDED A 5-STAR ACCREDITATION, AS WELL AS ACHIEVED A PERFECT SCORE IN FOUR CATEGORIES - GOVERNANCE, HUMAN RESOURCES, COMMUNICATIONS AND FACILITIES. ONLY 128 OUT OF 4,000 CHAMBERS NATIONWIDE RECEIVED THE 5-STAR ACCREDITATION, WHICH IS VALID FOR FIVE YEARS.

The organization was also recognized for providing professional development opportunities for its staff, as well as its advocacy and political action committee efforts, multi-year strategic plan and marketing and communication tactics.



92.99%
Membership Retention

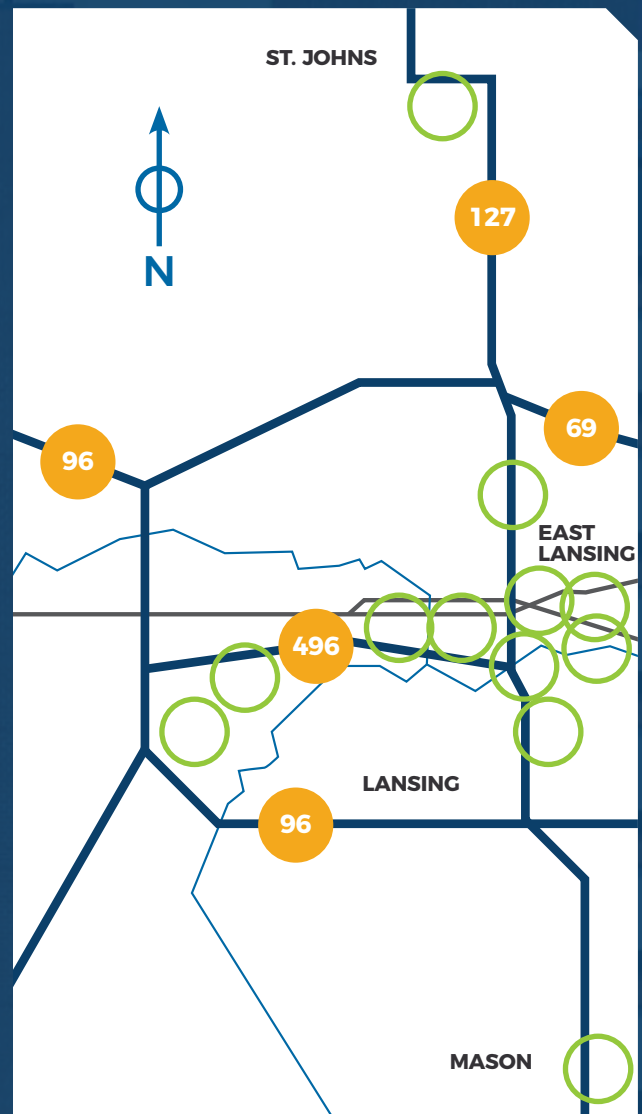
170
New Members Added

1,044
Total Membership

CREATING A STRONGER REGION

2019 WAS FAST-PACED AND FULL OF SIGNIFICANT INNOVATION, JOB CREATION AND GROWTH FOR CHAMBER MEMBERS THROUGHOUT THE REGION.

- ST. JOHNS**
 - GLANBIA NUTRITIONALS**
\$600 million dairy processing facility
- LANSING**
 - RED CEDAR PROJECT**
\$250 million investment
 - CAPITAL CITY MARKET**
\$40 million investment
 - STATE CAPITOL – HERITAGE HALL**
\$40 million investment
 - MCLAREN GREATER LANSING**
\$500 million health care campus
- DELTA TOWNSHIP**
 - LANSING BWL DELTA ENERGY PARK POWER PLANT**
\$500 million investment
 - AUTO-OWNERS INSURANCE CO.**
\$105 million 250,000-square-foot headquarters expansion
- MICHIGAN STATE UNIVERSITY**
 - FACILITY FOR RARE ISOTOPE BEAMS (FRIB)**
\$765 million investment
 - STEM FACILITY**
\$106.7 million investment
- EAST LANSING**
 - COLEMAN ROAD**
\$7.6 million infrastructure investment
 - DOWNTOWN DEVELOPMENT**
\$300+ million in development projects
- MASON**
 - DART CONTAINER**
\$40 million technical and innovation center



CONNECTING

Every day, the Lansing Regional Chamber of Commerce (LRCC) provides its members with opportunities to connect and network with other professionals through monthly events, and grow their business knowledge while attending various educational opportunities. Members can also thrive while taking advantage of the many business and professional opportunities that are provided.

The LRCC is a convener of the community – it brings together businesses, big and small, local leaders and elected officials, and creates a strong network of professionals.

The LRCC would like to thank everyone who attended its various networking and educational opportunities in 2019 — from monthly Lansing Economic Club luncheons to the Annual Dinner to Chamber University. The LRCC has found that these regular events allow us to keep a finger on the pulse of the needs of local businesses. They are also a way for members to drive connection, brand awareness and talent development and engagement.



4.2/5

**BEING A TRUSTED
CONVENER FOR
LEADERS AND
INFLUENCERS**

**Ranked highest on 2019 member survey for how the Chamber is performing in certain areas.*



10,489
Networking
Connections



76
Member-Focused
Events



57%
Member Engagement
**6% increase over 2018*



3.4%
Increase in
Member Revenue



58
Ribbon
Cuttings





2019 SIGNATURE EVENTS

ANNUAL DINNER

Recipients of the four major awards for the 108th Annual Dinner include Community Service Award – **Kelli Ellsworth Etchison**, chief marketing officer, LAFCU; Legacy Award – **The Christman Company**; Outstanding Small Business Award – **Hayhoe Asphalt**; Community Impact Award – **Capital Region Community Foundation**, *Rotary Park*.

CELEBRATION OF REGIONAL GROWTH AWARDS

The Celebration of Regional Growth Awards recognizes local businesses for their investments that are making a transformational community impact. In 2019, the LRCC honored: **General Motors**, **Glanbia Nutritionals**, **Meijer Distribution Center**, **Michigan State University Foundation**, **Peak Performance Physical Therapy** and **SET SEG**.

LEGISLATIVE DINNER

The 2019 Legislative Dinner was held at the Lansing Country Club and featured a fireside chat with Congresswoman Elissa Slotkin (MI-08) and Congressman Dan Kildee (MI-05). John Truscott, CEO, Truscott Rossman served as the moderator. Over 220 people attended the annual event, which unites business leaders, local, state and federal lawmakers and decision makers to discuss the legislative issues facing our state and region.

HEALTH CARE FORUM

The LRCC's Health Care Forum showcased dozens of health professionals who discussed the future trends and current challenges in health care, specifically the opioid epidemic and mental illness.

LANSING OPEN

The Lansing Open serves as the region's premier golf outing. Nearly 170 golfers participated in the sold out 2019 event at Eagle Eye Golf & Banquet Center.

NETWORKING EVENTS

MEMBER MIXERS

Member Mixers occur on the second Tuesday of every month and provide an opportunity to gather and network, meet other members and business professionals and get a glimpse of a local business.

2019 HOSTS

- Finley's Grill & Smokehouse
- Kellie's Consignments
- Pleune Service Company
- LaFontaine Chrysler Dodge Jeep Ram Fiat
- Green Dot Stables
- The Ticket Machine
- The University Club of MSU
- Providence Consulting
- Ronald McDonald House of Mid-Michigan
- Capital Area United Way

GRUB CRAWL

The LRCC Grub Crawl was held July 30 in REO Town. The annual event is a terrific way to support the local community and grow awareness of the food available in the Greater Lansing area. The 2019 event featured food and drinks from REO Town restaurants and Lansing's favorite food trucks.

600+
ATTENDEES
AT GRUB
CRAWL

CHAMBER 360

The Chamber 360 program is designed for prospective, new and long-time LRCC members to network, learn about the LRCC, participate in a roundtable discussion and share tools and resources. Attendees discuss areas of opportunity and put together an action plan for increased engagement.

128
ATTENDEES
AT FOUR
QUARTERLY
EVENTS

CHAMBER UNIVERSITY

Chamber University is designed to present educational opportunities to small business owners. It aims to teach LRCC members tangible pieces of information that can be immediately implemented in their business or daily life.

180
ATTENDEES
AT SIX
EVENTS

TOPICS COVERED IN 2019

- Eliminating Your High Performers — Get the Most Out of All Your Employees
- Getting the Most Out of Your Workspace and Best Practices for Remote Employees
- Marketing in the War on Talent
- How to Identify, Retain and Mobilize Your Board
- Closing Out Your Sales Year Strong
- Find Your Brand Archetype

LANSING ECONOMIC CLUB

The Lansing Economic Club luncheons feature local, national and world-renowned speakers who cover a variety of business-related topics, such as leadership, innovation and industry trends. In 2019, 5,430 community, business and education leaders attended nine luncheons.

462
MEMBERS
FROM 87
COMPANIES

SPEAKERS



SCARAMUCCI



STANLEY



WHITMER

- Anthony Scaramucci, founder and managing partner, Skybridge Capital
- Samuel L. Stanley Jr., M.D., president, Michigan State University
- Gov. Gretchen Whitmer
- Bill Adams, vice president and senior economist, PNC Financial Services Group
- Lajune Montgomery Tabron, president and CEO, William K. Kellogg Foundation
- Richard Pappas, Ed. D. president, Davenport University
- Adam R. Havey, executive vice president of business operations, Emergent BioSolutions
- Lansing Construction Management Leaders Panel: Moderator Deb Muchmore, Deb Muchmore Consulting and panelists Steve Roznowski, The Christman Company; Sam Clark, Clark Construction Company; Craig Wieland, WIELAND; and Glenn Granger, Granger Construction

EXECUTIVE WELCOME

This event welcomes new executives to the mid-Michigan area and allows them to introduce themselves to the local business community and share their past experiences and vision for the future. **In 2019, the LRCC featured Darci Marcum, plant manager, General Motors; Goran Jurkovic, CEO, Delta Dental; Bill Burke, director of business and community affairs, Coldwell Banker Hubbell BriarWood; Kirk Ray, president and CEO, McLaren Greater Lansing.**

THANK YOU TO OUR 2019 EVENT SPONSORS



INDICATES A LEADERSHIP CIRCLE MEMBER

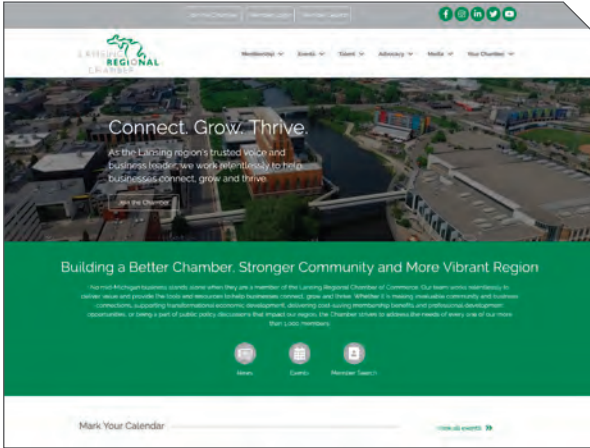
Leadership Circle members are proven business and community leaders. We value their commitment and applaud their efforts to strengthen our region with their leadership and appreciate the important role they play in advancing our organization.





VISIBILITY

The Lansing Regional Chamber of Commerce (LRCC) helps its members showcase and grow their business through various marketing options and resources. Opportunities include sharing member news on the LRCC website, member stories and successes in FOCUS Magazine, as well as featuring purchased advertisements in FOCUS Magazine and Marketplace Connect, a monthly electronic publication that reaches the inboxes of over 4,000 Chamber members and decision-makers.



LANSING REGIONAL CHAMBER OF COMMERCE WEBSITE

As part of its strategic planning process, the LRCC launched a new website in 2019. The website is modern and user-friendly, and allows visitors to navigate and locate information and resources easily. New features include simple event registration and membership sign-up, digital versions of FOCUS Magazine, easy-to-use member profiles and online award nominations and applications.



FOCUS MAGAZINE

FOCUS Magazine is the LRCC's monthly publication that reaches more than 15,000+ LRCC members, business leaders and stakeholders in the tri-county region through mail, email, social media and the LRCC website. In 2019, the magazine covered important topics, such as Michigan's talent gap, the opioid epidemic and cybersecurity.



I-JOINED CAMPAIGN

In 2019, the LRCC launched the I-joined social media campaign. The wildly successful and fun initiative spotlights new members and creates engagement among followers on LRCC social media channels and LRCC members.

DIGITAL OUTREACH AND SOCIAL MEDIA



5,232

FACEBOOK FOLLOWERS



4,450

FACEBOOK LIKES



10,036

TWITTER FOLLOWERS



1,183

LINKEDIN FOLLOWERS



1,385

INSTAGRAM FOLLOWERS

ADVOCACY



The Lansing Regional Chamber of Commerce (LRCC) is the trusted voice of Lansing business. It advocates for businesses at the local, state and federal level. The LRCC public affairs department works diligently to promote policies that strengthen education and workforce development, enhance regional infrastructure, support economic development and create a favorable regulatory environment. The department also builds strong relationships with key stakeholders and policymakers to develop and execute a policy agenda based on the interests of LRCC members and the community at large.

A YEAR IN REVIEW



TALENT AND WORKFORCE DEVELOPMENT

- **Michigan (MI) Reconnect and MI Opportunity Scholarship:** Supports grants designated to helping Michiganders achieve credentials and skills to increase employability.
- **Going PRO:** Advocated for \$36 million to be designated for the Going PRO Talent Fund in the state budget. (35 local businesses secured Going PRO grants in 2018.)
- **Lansing Public Schools Sinking Fund Millage:** Supported successful voter-approved millage, resulting in \$70 million for infrastructure updates throughout the district.
- **Human Resources Roundtable:** Established to identify and find tangible solutions to the talent attraction, development and retainment roadblocks facing businesses.



REGIONAL INFRASTRUCTURE

- **I-496/US-127:** Leading advocacy effort on modernizing I-496/US-127 to relieve congestion and increase driver safety.
- **Heritage Hall Project at the State Capitol:** Secured \$40 million visitor center.
- **Coleman Road Extension (northern tier of East Lansing):** Set to be completed by spring 2020.
- **I-496/Creyts Road:** Supported and secured state dollars for the I-496/Creyts Road reconstruction project through the MDOT Transportation Economic Development Fund.



ECONOMIC DEVELOPMENT

- **Lansing Area Economic Development:** Supported and advocated for the more than \$300 million investments from Red Cedar development, BLOCK 600 and Metro Place Apartments, all were approved by Lansing City Council.
- **EPA Brownfield Grant:** Partnered with the regional coalition to successfully secure \$600,000 for environmental clean-up costs for future developments in the region.



REGULATIONS

- **Business Regulatory Education Series:** Launched a regulatory education series to keep businesses up to date on issues that affect their businesses. Topics covered: recreational marijuana in the workplace, minimum wage and paid sick leave laws.
- **Supported Eaton County Solar Ordinance:** Provides Eaton county with industrial solar development on agricultural land.
- **Supported Ordinance 1300:** Provides a regulatory framework for both medical and recreational marijuana in the City of Lansing.



LOCAL GOVERNMENT FINANCIAL HEALTH

- **City of Lansing Chief Strategy Officer (CSO):** Supported and advocated for the new CSO position in the city of Lansing, which was approved by City Council and Mayor Andy Schor.
- **Long-Term Financial Focus:** Driving local municipalities toward looking at a longer-term horizon as it relates to finances. This includes a variety of topics, including adopting best-practices of multi-year budgeting and a consistent focus of addressing the growing unfunded pension and healthcare liabilities.

ADVOCACY

CONVERSATIONS THAT CREATE CHANGE

POLICY AND REGULATORY EDUCATION SERIES

In 2019, the LRCC hosted a Policy and Regulatory Education Series, which provided members an opportunity to discuss policy and regulatory issues and how they affect businesses at the local, state and federal level of government. Topics covered: labor law programs that included paid sick leave, federal family and medical leave act and marijuana compliance.

ROUNDTABLES

The LRCC offers monthly roundtables in Delta Township, East Lansing/Meridian Township and Lansing that provide the local business community and elected officials a unique opportunity to discuss important issues and ways to collaborate to advance the tri-county region.



17% INCREASE IN LRC-PAC DONORS

2019: 101 DONORS

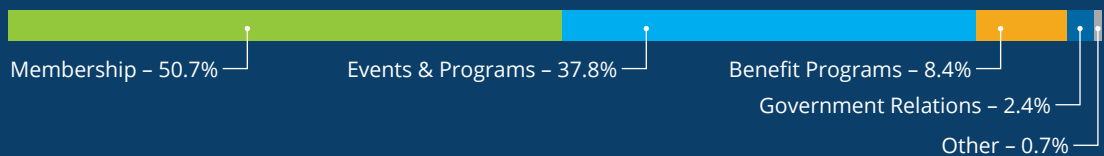
2018: 84 DONORS

POLICY INFLUENCE
93.5% POSITIVE
OUTCOME FROM
LEGISLATIVE AGENDA

OPERATIONAL EXCELLENCE

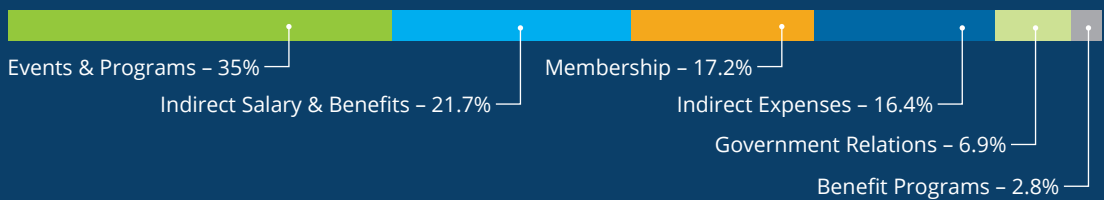
REVENUES*

TOTAL - \$1,691,800



EXPENSES

TOTAL - \$1,694,500



**The LRCC had to unexpectedly rescheduled its 2019 ATHENA Award program to March 2020. This change resulted in an unbudgeted \$3,000 loss in 2019.*



2019 10 Over the Next Ten Award Recipients.

TALENT

Over the past several years, the emphasis on talent has grown exponentially. Several new initiatives have been developed to drive talent development and retention in the region, such as Lansing 5:01 and the Leadership Lansing program. These programs are a good start, but the Lansing Regional Chamber of Commerce recognizes the importance of continually gathering key stakeholders to evaluate and discuss other talent development strategies.

10 OVER THE NEXT TEN AWARDS

The 10 Over the Next Ten Awards are presented annually by the LRCC and Grand River Connection to Greater Lansing's top professionals who are 35 and younger and expected to contribute significantly to the community over the next 10 years. The 2019 recipients were Dr. Farhan Bhatti, Priscilla Bordayo, Joel R. Conn, Aylsh Gallagher, Amy Jackson (Harris), Dan Opsommer, Lindsay Peters, Andrew Wirostek and Mary ZumBrunnen.

LEADERSHIP LANSING

In 2019, Leadership Lansing celebrated its fifth year. The current cohort is from October 2019 to May 2020. The popular talent initiative has had over 150 outstanding leaders from the Greater Lansing region graduate from the program, which gives participants a greater understanding of leadership and how essential community institutions contribute to the overall quality of life in the region.

LANSING 5:01

The LRCC is a proud supporter of Lansing 5:01, an initiative designed to retain and attract young professionals in the Lansing region by linking college interns and emerging professionals to opportunities in the Lansing region.



AULD

ATHENA POWERLINK AWARD

Leslie Auld, owner and director, Therapy Today Counseling and Consulting, was the recipient of the 2019 ATHENA Powerlink Award. As the award recipient, Auld was connected to a panel of expert mentors who provided consulting to her regarding business growth

strategies for 12 months. The consulting services are valued at over \$25,000.



GRANNEMANN

ATHENA LEADERSHIP AWARD

Karen L. Grannemann, CCM, CEO and general manager, University Club of MSU, was the 2019 ATHENA Leadership Award recipient. The ATHENA Leadership Award is presented annually in over 500 communities internationally. It recognizes

individuals for professional excellence, providing valuable service to the community and actively assisting women in their attainment of professional excellence and leadership skills.

HELPING BUSINESSES NAVIGATE THE GOVERNMENT LANDSCAPE

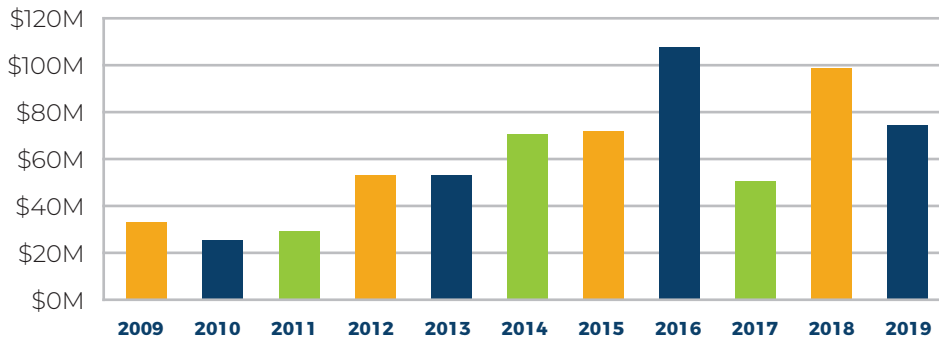


The South Central Michigan Procurement Technical Assistance Center (PTAC) is a partnership between the Lansing Regional Chamber of Commerce and Enterprise Group of Jackson. The South Central Michigan PTAC covers Ingham, Eaton, Clinton, Jackson, Hillsdale and Lenawee counties and works

to enhance national defense and economic development opportunities within its service region by assisting businesses in obtaining and performing federal, state and local government contracts. In 2019, the PTAC helped Lansing regional businesses secure 1,665 awards totaling \$74.9 million, resulting in 1,503 jobs created or retained.

INGHAM, EATON, CLINTON COUNTIES

TOTAL DOLLARS AWARDED PER YEAR



2009	\$33,470,322
2010	\$24,043,655
2011	\$28,891,854
2012	\$54,832,919
2013	\$54,634,997
2014	\$72,903,921

2015	\$74,365,916
2016	\$104,010,723
2017	\$47,967,495
2018	\$98,582,393
2019	\$74,952,489

This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. Dually funded in part by the Michigan Economic Development Corporation (MEDC).

INGHAM COUNTY

1,314 \$61.8M

JOB(S) CREATED OR RETAINED 1,119 AWARDS

EATON COUNTY

261 \$12.3M

JOB(S) CREATED OR RETAINED 526 AWARDS

CLINTON COUNTY

16 \$779K

JOB(S) CREATED OR RETAINED 20 AWARDS

Follow the Lansing Regional Chamber of Commerce on social media for news and updates.

 LansingChamber

 LansingChamber

 company/lansing-regional-chamber-of-commerce

 LansingRegionalChamber

THERE HAS NEVER BEEN A BETTER TIME TO BE A PART OF THE LANSING REGION.

Contact the Lansing Regional Chamber of Commerce to learn how to become involved.



Mission: We work relentlessly to help businesses connect, grow and thrive.

Vision: We are the Lansing region's trusted and transformational business leader ensuring sustained prosperity for businesses and enriching our diverse communities.

Values: Accountability. Excellence. Integrity. Leadership. Passion. Positivity. Purpose. Respect. Success. Trust.

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