



2016

ANNUAL REPORT

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BOARD OF COMMISSIONERS

OFFICERS

Tini Kaltenbach.....Board Chairman
 James W. Butler III.....Vice Chairman
 Cindy Bowen, CHA.....Secretary/Treasurer
 Tim Barron.....Immediate Past Chair

COMMISSIONERS

Price Dobernick.....Board Member
 Charles A. Janssen.....Board Member
 Charles Mickens.....Board Member
 Linda Sims-Wright.....Board Member
 Angela Bennett.....Ex-Officio
 Eric Brewer.....Ex-Officio
 Robert Johnson.....Ex-Officio
 James Smlerka.....City Attorney/Board Resource

STAFF

Scott Kelth.....President & CEO
 Heidi Brown.....VP of Administration/HR
 Jennifer McFatridge.....VP of Finance
 Paul Ntoko.....VP of Food & Beverage
 Tristyn Wigh.....VP of Operations
 Maureen Brunette.....Catering Sales Manager
 Don Fisher.....Technical Services Manager
 Mike Horning.....Maintenance Manager
 Steve Keast.....Food & Beverage Manager
 Kent Lenzen.....Director of Sales
 Audrey Tippar.....City Market Manager
 Diane Stehouwer.....Accounting Manager
 Ryan Tess.....Operations Manager
 Laurel Winkel.....Event Services Manager/Box Office Manager



LETTER FROM THE CEO

Strong 2016, stronger 2017 together!

As we look back on 2016, we recognize that the Lansing Entertainment & Public Facilities Authority (LEPFA) was able to renew its longstanding partnership with the City of Lansing to manage the sport and entertainment facilities for our region. This endeavor was due to the efforts of the LEPFA Board of Commissioners, city administration, and the Lansing City Council working together to achieve more regional economic development and impact for the metro Lansing region. Over the last twenty (20) years, LEPFA has been progressive in its efforts to stimulate the economic development through attracting various events and activities to further impact our region. With a new agreement for the next ten (10) years in place, LEPFA continues to push the boundaries of opportunities for managing the facilities and events for entertainment and sports for our region.

As we review the achievements of this past year, we recognize that these successes are due in much part to the efforts of LEPFA staff, along with partnerships with regional leaders at the Greater Lansing Convention & Visitors Bureau, Lansing Economic Area Partnership, Lansing Regional Chamber of Commerce, as well as the leadership of the City of Lansing administration led by Mayor Virg Bernero, and the Lansing City Council.

Such achievements as the highest attributable hotel room nights year in the history of the Lansing Center (24,304) to the finished renovation of Cooley Law School Stadium (field and warning track replacement) only highlight some of the goals achieved this past year. We continue to strive to grow attendance and

BUILDING PARTNERS & SPONSORS

ART CRAFT DISPLAY, INC.

Art Craft has been exceeding the expectations of exhibit planners throughout Michigan, Indiana, Ohio and the Midwest since 1958. Their dedicated team of professionals have established the company as a leader in all facets of the trade show and convention industry by providing outstanding services and expertise. Everything from small local events to major international shows receive the individual service and attention that has rewarded them with thousands of satisfied clients.

CHASE CREATIVE

Chase Creative Unlimited is a team of leading national and international event staging and audio visual experts whose goal is to help clients connect their message to an attending audience through the effective utilization of presentation technology and innovative event solutions.

FOLIAGE DESIGNS

Foliage Design Systems is in the business of providing professional interiorscape services including the design, installation, and maintenance of live plants, preserved and silk plants, and related products of commercial and residential installations. Foliage Design Systems of Michigan, Inc. was founded in October 1992. The company is locally owned and has a vested interest in customer satisfaction and service.

MICHIGAN OFFICE SOLUTIONS (MOS)

As technology continues to produce an avalanche of advanced digital products that blur the line between printers, copiers and fax machines, outfitting your office can be more bewildering than ever. MOS helps you break through the clutter. Their representatives are experts in the newest and best office productivity solutions available.

PEPSI

Pepsi is the "Official Beverage Provider" of the Lansing Center. Guests enjoy soft drinks, fruit juices, sports drinks, waters, and other Pepsi products which are available at concession stands, the River Street Pub and through our other food and beverage services.





LANSING CENTER

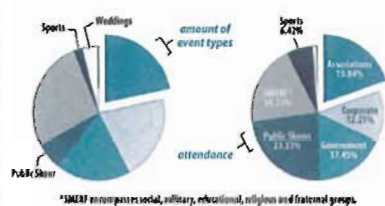
The Lansing Center continues to develop some new sales strategies and efforts as part of the plan to maximize the amount of use for the facility. The Lansing Center (LC) held over 317 events this past year, with nearly 600 event days (total number of days booked for each event). Over 235,000 people attended events at the LC throughout the year.

Our efforts towards improvement and Innovation included:

- Signage improvements to the pedway, LC parking, and entrances to minimize confusion and enhance the customer experience.

- An active shooter response training with all staff.
- A new program that allows staff to recognize key customer contacts while on site to provide additional customer appreciation and another option for immediate communication to better serve the customer's unanticipated needs.
- A contract with Baird & Associates to perform a funding mechanism study of the LC.
- Improving workplace safety through education and awareness which helped decrease our accidents, claims, and loss of work by nearly 60%.
- An upgraded public Wi-Fi system to meet customer demand.

MARKET MIX



2016 HIGHLIGHTS & OTHER EVENTS

GREATER LANSING CONVENTION AND VISITORS BUREAU (GLCVB)

The agreement between the Lansing Center and the GLCVB to share services on sales and marketing efforts has been renegotiated and implemented. This should increase our sales efforts, decrease Lansing Center costs, and potentially increase the shared revenues. The GLCVB and LEPPA Boards meet at least twice annually to review the agreement and the success of the partnership. Additionally, an ad hoc committee representing both boards are now meeting to work on issues relative to both parties. The continuation of the Customer Advisory Board has allowed both parties to review practices, work on challenges, and seek out means to work more collaboratively to satisfy our customers' needs and achieve more results.

LEPPA U

Training sessions for staff are being held 2-3 times per year, with each session focusing on a topic. This year, topics included customer service, safety/security, and wellness.

BWL CHILI COOK-OFF

LEPPA helped managed the Chili Cook-Off for the BWL again this year. The event moved to the fall with much success. Nearly 7,000 attendees and 35 vendors participated in the annual event at Adado Riverfront Park.

LANSING CITY MARKET

The Lansing City Market continued to develop a variety of events throughout the year bringing traffic to the Market and downtown, including but not limited to: beer sampling events, a Valentine's dinner, game events, art events, and other holiday events. See The Grand Concert Series recap.

HOW-TO HALLOWEEN

LEPPA partners with local companies to put on this family-friendly event, which showcases the growing trends in Halloween decorations, costumes, and DIY projects.

LANSING CENTER

Lansing Center was host to several key industry events in 2016, including Michigan Lodging and Tourism Association's annual convention, as well as OrgPro, the Michigan Society for Association Executives' annual convention.

INTERDEPARTMENTAL REORGANIZATION

LEPPA initiated reorganization of some departmental positions which included moving all customer interactions personnel under one department, creating a Sales & Services department. This will streamline some communications and create some additional efficiencies and improvements for our customers and staff.



LANSING CITY MARKET

The Lansing City Market continues to evolve into an event-based destination. Market merchant River Town Adventures continued to expand in 2016, adding bike rentals and a Michigan- and Lansing-based gift shop. In late 2016, they began work on bringing a Michigan-based grocery store and a coffee shop to the market, which will complement the thriving kayak/canoe rental business.

The challenges of the retail economic climate and improvements to the area surrounding the market, along with an emphasis on increasing merchants

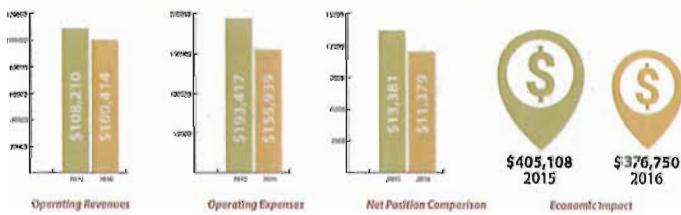
that are not fresh food-based (but dependent on the consumer needs) will increase the traffic flow of consumers to the market. The addition of new events, activities, and attractions will continue to be the focus as we attempt to drive visitors to the market.

The evolution of The Grand Concert Series has been a success and we are looking to grow this series of events to include additional music genres/dates and attract more people to the riverfront of the market for entertainment.

Additional events slated for 2017 include picnics on the riverfront, Bunny Hop for Easter, a 5k, Be a Tourist in Your Own Town, Halloween, and Silver Bells.



FINANCIALS & ECONOMIC IMPACT





GROESBECK GOLF COURSE

90TH ANNIVERSARY

The 2016 golf season marked Groesbeck Golf Course's 90th anniversary. A 1926 Lansing State Journal article deemed the job of constructing our course "a splendid one from every angle and will stand for years to come as a monument to a forward looking group of citizens of the City of Lansing's park board and in other official seats."

CONSTRUCTION

When Groesbeck Golf Course opened in the spring of 2016, some golfers may have been surprised to see holes six and seven torn up and construction equipment parked in the area. This was all a part of a long-awaited redevelopment of the local water system and will result in some major improvements to the course.

"This project was designed... to mitigate flooding in a way that also protects our drinking water, enhances fragile ecosystems, while allowing economic development to flourish," said a January 2016 report published by Ingham County Drain Commissioner, Pat Lindemann.

Simply put, the reconstruction of holes six and seven is due to a drainage project that will prevent flooding in the community and also result in beautiful new

ponds on the course. "The new ponds and wetlands will enhance the existing flora and fauna on the golf course and in Bancroft Park," said former Golf Maintenance Supervisor, John Johnson, who retired in 2005. "I only see good things for Groesbeck if everything works out the way it has been promised. The proposed plans look great and I will be excited to see the finished project."

The reconstruction caused Groesbeck Golf Course to be a 16 hole course for the 2016 golf season, which could be cause for concern in terms of business. But patrons of the course seem to be unaffected. "I love Groesbeck because it was the first course where I learned to golf and I think it is a very beautiful course. It is my favorite in the Lansing area," said Leslie resident, Julie Roster. "I only golf nine holes, so the fact there are only 16 open this summer doesn't bother me at all. Also, I know there are other courses in the area who don't have a standard number of holes."

Groesbeck manager, Jason Crocker, said, "A few years ago, the back nine actually went through the same type of reconstruction. As a result, the back nine is now a customer favorite. I'm looking forward to a similar reaction in 2017 when we open the new front nine." Roster agreed. "I'm sure the improvements will be well worth it for the following year," she said. For those who want to golf all 16 holes walking, it will only be \$1 a hole, or 16 holes for \$16. You can add a cart for \$8.

Along with the reconstruction, additional tees are being added to each hole on the front nine to encompass senior, women's, men's and championship skill levels.

"I was also glad to see that a very reputable golf course design company, Albanese and Lutzke, was involved in the process," said Johnson. "I think it is going to be a very nice improvement to Groesbeck."





COMMON GROUND MUSIC FESTIVAL

During its 17th run, the annual music festival at Adado Riverfront Park in downtown Lansing hosted nearly 50,000 attendees. The festival hosted such notable artists/acts as Tim McGraw, Dierks Bentley, Jason Derulo, ASAP Rocky, Awolnation, and many more. Increases in sampling, marketing, and sponsor elements added to the festival experience. Weather events were a challenge in 2016 as we had our second evacuation in the history of the event on the night of our largest crowd.

59% of ticket sales came from outside our region, with 15% of ticket sales coming from outside the state of Michigan. Over 3,000 lbs of material generated from the festival were recycled.

Since the creation of Common Ground, the festival has contributed an estimated \$70 million in economic

impact and over half a million in community charitable contributions.

COMMUNITY IMPACT

- Seven Community share groups worked on-site at the festival for all 6 days recycling a combined total of \$25,000 to their non profits.
- \$13,598 in tickets were donated to 53 auctions throughout the 2016 season.
- 143 volunteers helped throughout the 2016 festival. 15 have volunteered all 17 years.
- Over 275 room nights were occupied with local partner hotels during the 2016 festival.
- 32 vendors and activations filled the marketplace with food, art and product sampling.



JAZZ & BLUES CONCERT SERIES ON THE GRAND

During four Wednesday and Thursday evenings in the summer of 2016, Lansing Entertainment and Public Facilities Authority brought Detroit's Queen of the Blues, Thometta Davis; Lansing favorite, Twyla Birdsong; the world class jazz group, MSU Professors of Jazz; Grammy-nominated David Gerald; blues chart-topper, Orrick Ewing; Billboard-charting Phil Denny; and blues rockers, Frog & The Beeftones, to the Lansing City Market's unique space alongside the Grand River, for over 1,000 greater Lansing residents to enjoy a special evening of entertainment. Local junior high and high school groups served as opening acts and received funds for their music programs.



MARKET OCCUPANCY



Photos from top to bottom: MSU Professors of Jazz, Phil Denny, Twyla Birdsong, and David Geraki.



Photos from left to right: The Color run, ASAP Rocky, Rise Against, Dierks Bentley, Daya (photo credit: Nesrin Denan), Jason Derulo, and Tim McGraw.



COOLEY LAW SCHOOL STADIUM

Cooley Law School Stadium had complete replacement of the turf and warning track in late fall of 2016, as well as some additional minor improvements during the year.

During the 2016 season, the Lugnuts saw 319,552 people in attendance (the 21st consecutive year of 300,000+ fans and welcomed the 8 millionth fan in team history!). They achieved per cap spending of \$14.66 in food & beverage, along with an additional \$1.64 in retail

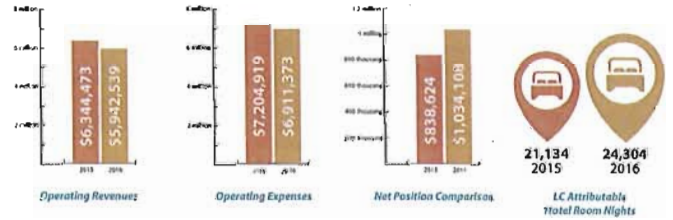
per cap spending. This equated to an overall increase in revenues to the city of almost 13%. Special events at the stadium increased, including over 100+ "non-baseball" events in the new year-round venue, The View.

Over 10,000 people attended the Taste of Country Concert, nearly 6,000 people attended the two beer festivals, and the first Color Run night had 4,000+ runners finish at the stadium. Awards received this year included Best Ballpark Renovation by Ballpark Digest, and Nick Gruesser (Lugnuts GM) was named the Midwest League's Executive of the Year.

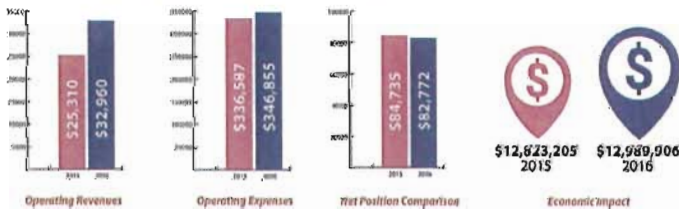
HOW DO VISITORS TO THE LANSING CENTER AFFECT MY COMMUNITY?



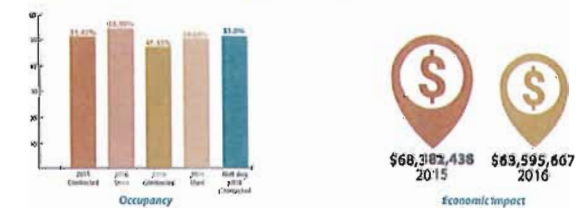
FINANCIALS



FINANCIALS & OCCUPANCY



OCCUPANCY & ECONOMIC IMPACT



COMMUNITY IMPACT

LEPFA's mission has always been to create and manage events that have a positive impact on our community. While the impact is often only measured in dollars, the ultimate effect that LEPFA has on the Lansing region goes far beyond those dollars.

CHARITABLE GIVING & SPONSORSHIPS

- The Authority and its staff contributed \$68,500 in 2016 to various local charities in donations, services, and products. Nearly 10% of this total is comprised of employee contributions.
- In 2016, Lansing Center donated 5,280 pounds of food to Food Movers, an arm of the Greater Lansing Food bank that collects edible food from restaurants and other food service facilities to provide for those in need.
- In 2016, employee contributions to United Way almost doubled, totaling \$4,313. This followed a successful pie throwing event at our president & CEO and 50/50 raffle, which helped to increase awareness for the organization.
- Throughout 2016, LEPFA employees donated over \$6,000 to charities including St. Vincent Catholic Charities, Sparrow Foundation, the Greater Lansing Food Bank, the Flint Child Health & Development Fund, and the Ronald McDonald House.

SUSTAINABLE BUILDING OPERATIONS

- Students from Heartwood School assist the Lansing Center in its recycling efforts. These students, who have moderate to severe cognitive disabilities, are able to receive on-the-job training and socialization as a reward for good behavior and grades in the classroom. Some items that they sort are used for art projects and all box tops found within the recycled materials are donated to the school.
- The building donated or recycled 59,711 pounds of materials in 2016.
- 90% of operations' industrial cleaning chemicals are green seal certified. The other 10% is comprised of disinfectants, and there are no industrial grade disinfectants that are green seal certified.
- The paper towel and toilet paper dispensers were replaced in order to save \$0.90 per paper product roll. It also gave us 100% recycled product and a space for advertising. Previous product was not 100% recycled.

59,711
POUNDS OF
MATERIALS
RECYCLED/
DONATED

5,280 lbs
OF FOOD DONATED
TO FOOD MOVERS

\$68.5K
CONTRIBUTIONS TO
LOCAL CHARITIES



occupancy at all of our facilities and events, adding to the economic impact LEPFA provides to the city and region. Maintaining safe and state of the art facilities/ events with professional staff, while not adding to the operational subsidy, as well as meeting financial commitments only adds to the mission that our organization has set forth.

Whether you've attended a baseball game or concert, visited a conference, shared a meal, or enjoyed an outdoor event along the river, we hope that your experience at a LEPFA managed event/facility was exceptional. To our partners and customers, we appreciate your loyalty and business, and couldn't be happier to serve you.

Stronger together in 2017 is a goal, and it takes a commitment to working together to achieve this goal. The many community stakeholders and business leaders who support the sustained development of our region must continue to emphasize that persistent progress in the financial commitment to the growth of arts, entertainment, and cultural offerings that will diversify our attractions and offerings for visitors and residents. As the Lansing region's entertainment authority, we look forward to being a part of this continued progress!

#LoveLansing,


Scott Keith
President & CEO

GOALS & MISSION

GOALS

LEPFA continues to work on its mission to be an economic catalyst for downtown Lansing and the metro Lansing region. LEPFA is looking to increase the occupancy rates of the Lansing Center and Lansing City Market.

Groesbeck Golf Course is striving to increase player participation and food & beverage sales with an emphasis of attracting more golf outings, leagues, and players to enjoy the only municipal golf course in the City of Lansing.

LEPFA and the Lugnuts will continue the efforts of offering affordable fun entertainment as part of Cooley Law School Stadium's efforts to be a community jewel.

The Lansing Center seeks to increase its rental revenue and ancillary revenue by another 3% each. These additional revenues should allow for less subsidization and an increase in ability to attract more business while improving the facility and staff.

The Lansing City Market is seeking to improve occupancy and customer traffic through working with existing businesses and attracting new business to provide products and services that are needed to coexist with more downtown residences and entertainment offerings. A new business and marketing plan, along with rent structure, should allow for a growth for the market over the previous year.

An emphasis on working with other companies and organizations towards the development of new events and entertainment offerings for the coming year will enable LEPFA to work on its mission as a catalyst to enhance both local and regional economic growth.

MISSION

To provide professional management toward the administration, operation, marketing and maintenance of the Lansing Center, Cooley Law School Stadium, Lansing City Market and other community/regional events.

Through our commitment to service excellence, we provide outstanding experiences for our guests. By providing safe environments and developing strong relationships with our diverse clients, sponsors, and business neighbors, we serve as a catalyst to enhance both local and regional economic growth.



THE FUTURE OF LANSING ENTERTAINMENT AND PUBLIC FACILITIES AUTHORITY

The Lansing City Council unanimously approved the 10 year renewal of the city's contract with Lansing Entertainment and Public Facilities Authority (LEPFA), with an 8-0 vote on November 28th. The council's decision also had full support from city administration. LEPFA provides professional management in the areas of administration, operation, marketing and maintenance of Lansing Center, Cooley Law School Stadium, Lansing City Market and other community/regional interest events. The new contract began on January 1st, 2017.

A number of factors contributed to the favorable decision and support from the city. LEPFA has operated their facilities and events efficiently and within the parameters of the agreement of the last 20 years, exceeding expectations for occupancy and events for a similar size facility in similar markets as the Lansing Center. They have been behind continuous facility improvements at Cooley Law School Stadium, resulting in significant enhancements in guest experience and attendance numbers at Cooley Law School Stadium. LEPFA also continues to create unique offerings and events at the Lansing City Market. They have accomplished this all while maintaining reasonable operating subsidies. LEPFA facilities and events contribute over \$60M annually in economic impact to the metro Lansing region.

"We wouldn't be able to have the level of economic impact that we do without collaboration with the city, county, business partners, and The Greater Lansing Convention & Visitor's Bureau. We are confident that, together, we can further our economic impact on the metro Lansing region over the next ten years and beyond!" said LEPFA President & CEO, Scott Keith. LEPFA Board of Commissioners Chair, Tim Kallenbach, agreed. "We offer our gratitude to the administration and the council for their decision to renew. We look forward to many more years of partnership."

"The GICVB is pleased that City Council renewed the city's contract with LEPFA and we look forward to collaborating with LEPFA to continue to grow visitor demand for the Greater Lansing Region," said Jack Schrijpsma, President & CEO of the Greater Lansing Convention & Visitors Bureau (GICVB).