



LANSING
REGIONAL
CHAMBER

2023
ANNUAL
REPORT

CONNECT. GROW. THRIVE.

Dear Members,

The Lansing Regional Chamber of Commerce (LRCC) proudly welcomes you to explore the 2023 Annual Report which showcases our accomplishments and results over the past year and how we have worked relentlessly to make the Lansing region the best place to do business.

From securing funding for critical infrastructure projects to providing businesses with up-to-date information on emerging technologies like artificial intelligence, the LRCC remained committed to providing businesses the tools resources, and relationships they need to thrive.

The Lansing Regional Chamber of Commerce entered a new partnership, providing leadership support and program services for the ATHENA Women's Interest Network and the 2023-2024 Leadership Lansing cohort marks the largest in program history with a total of 51 participants. The integration of ATHENA WIN and the growth of Leadership Lansing are testaments to the Chamber's continued focus to provide resources for talent development, attraction and retention for our region's employers.

As we look ahead, we are filled with optimism about the possibilities for our region and Chamber. Together, we will continue to build momentum and create a brighter future for all.

Thank you for your continued commitment to the Lansing Regional Chamber of Commerce.

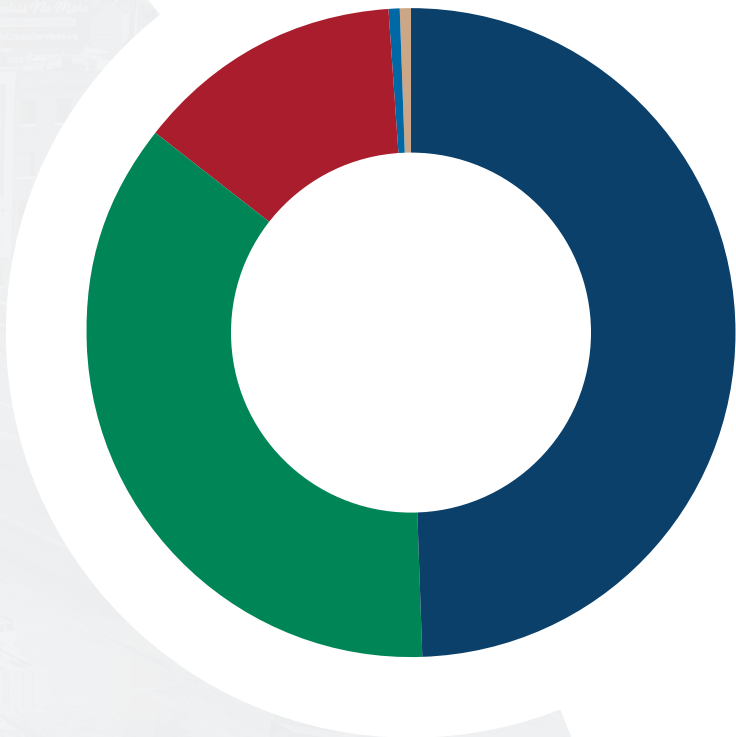
Tim Daman
President and CEO
Lansing Regional Chamber of Commerce

Finance & Administration

REVENUE:

\$1,896,685

▲ Membership	45%
▲ Events & Programs	33%
▲ Non-Dues	12%
▲ Government Relations	.03%
▲ ATHENA WIN	.04%



EXPENSES:

\$1,854,365

▲ Events & Programs	22%
▲ Indirect Salaries and Benefits	19%
▲ Indirect Expenses	18%
▲ Membership	16%
▲ Communications	13%
▲ Government Relations	.06%



*2023 unaudited year-end financials

Membership Engagement

The Lansing Regional Chamber of Commerce delivers value to members of the business community through information, connections and the resources you need to connect, grow and thrive.

1,042

Members

162

New
Members

92.39%

Member
Retention



Marketing & Communications

With the support of the Lansing Regional Chamber, our members can amplify their brand visibility and foster impactful business connections through diverse marketing channels offering extensive visibility.

Social Media

24,355

Total followers

88,139

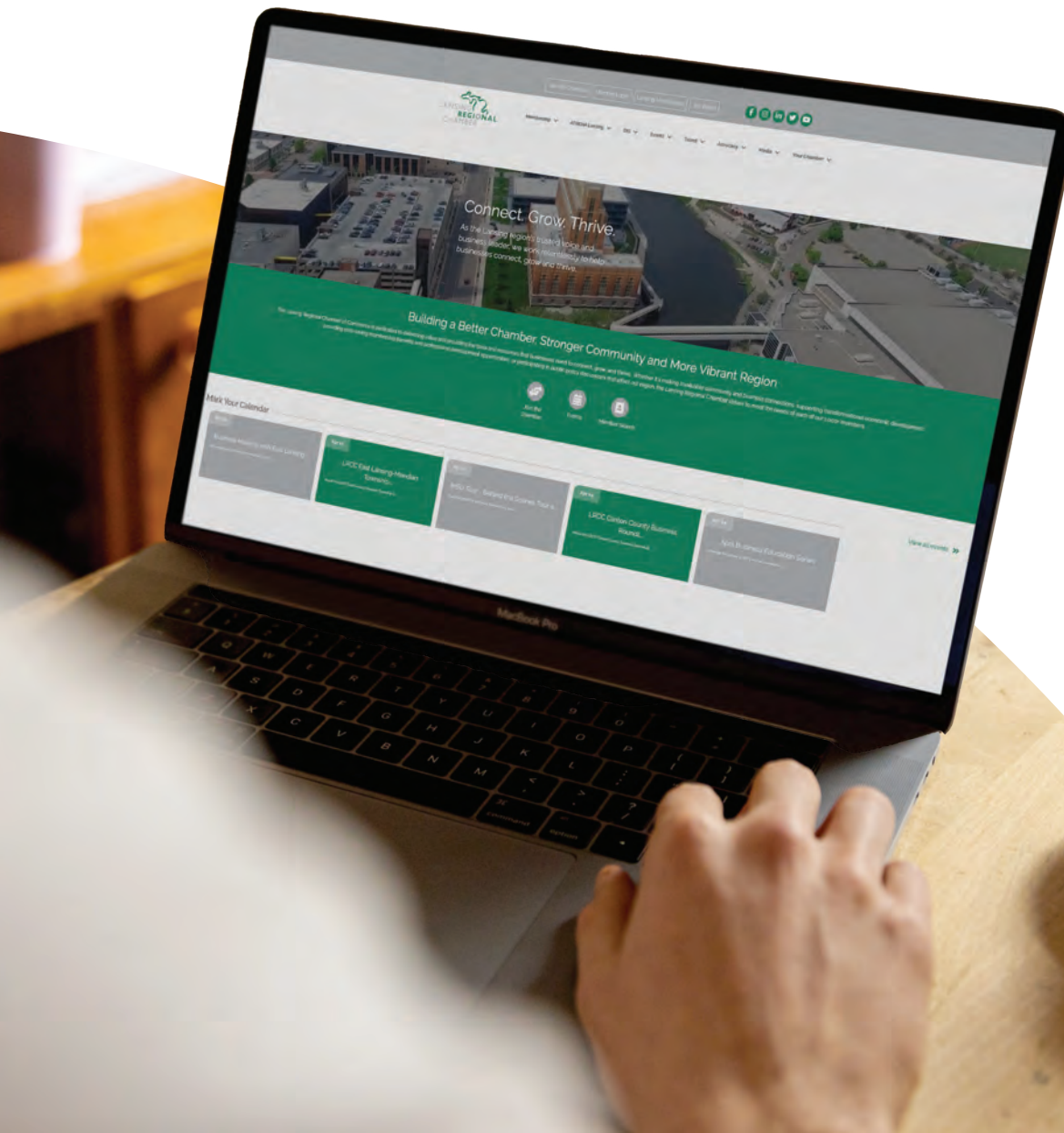
Engagements

2,077

Followers gained

1.68 MILLION

Impressions



Lansing Regional Chamber Website

lansingchamber.org

129,261

Website Views

Top 3 Webpages

Home | Events Calendar
Member Directory

Events & Programming

Building relationships and networking continues to be the most desired benefit of membership. Events and programs hosted by the Lansing Regional Chamber are designed to cultivate relationships and enhance the knowledge, skills, and leadership capabilities of business leaders, owners and employees.



38

Ribbon Cuttings



6,800

Event Attendees



110

Events



Events & Programming

Lansing Economic Club

The Lansing Regional Chamber Economic Club luncheons showcase local, national, and global speakers addressing diverse business topics including leadership, innovation, and industry trends. These monthly events offer a prime networking platform with over 450 regional leaders from community, business, and education sectors in attendance.



4,488

Event Attendees



Talent Resources

Leadership Lansing

Leadership Lansing, now in its 9th year, boasts an alumni base of 295 individuals and is designed to develop a new generation of leaders in the Lansing region. The 2023-24 cohort marks the largest in program history.



51 Leadership Lansing Participants



Founded in Lansing under the original principles of ATHENA International to support, develop and honor women leaders while inspiring and encouraging women to achieve their full potential, ATHENA WIN (Women's Interest Network) is a collaborative effort to provide a support system for professional women in the Greater Lansing area. The Lansing Regional Chamber entered into a new partnership under which LRCC provides management support and program services for ATHENA WIN.



735
Event
Attendees

11,345
Website Views

6,754
Social Media
Engagements

66,702
Social Media
Impressions

Advocacy

2023 LRC-PAC Endorsements

All four of the candidates endorsed by the Lansing Regional Chamber Political Action Committee (LRC-PAC) in the 2023 races for Lansing City Council were elected to office. Two candidates endorsed by the LRC-PAC were elected to East Lansing City Council.



85%

LRC-PAC Endorsement
Success Rate



126%

LRC-PAC Fundraising
Goal Achieved

Funding Focus Areas for the Lansing Region



Economic
Development
& Community
Revitalization



Education,
Skills Training,
& Workforce
Development



Water &
Electric
Infrastructure
Investments



Roads,
Transportation,
& Connectivity
Infrastructure



Social Services



Housing

2023 Policy & Advocacy Successes

Throughout 2023, the Lansing Regional Chamber tirelessly pursued its mission to make the Greater Lansing region the best place to do business. Our approach was multifaceted, akin to playing both offense and defense in the realm of policy advocacy.

Securing Economic Growth

In recognition of the critical need to prepare our region for future growth, over a dozen regional and statewide organizations have joined forces to embrace the Capital Region Improvement Support Package. This state funding initiative is vital to accommodate the anticipated growth expected in our region in the coming years. The package encompassed various aspects, including support for small businesses and communities, workforce development, infrastructure improvements, and social services and housing. After finalizing the plan, extensive collaboration with Capitol Caucus members, particularly Senate Appropriations Chair Sarah Anthony and House Appropriations Chair Angela Witwer, resulted in securing over \$240 million for the region, with a majority allocated to the city of Lansing.

Protecting Our Region's Employers

Michigan job creators statewide have announced the establishment of the Great Lakes Growth (GLG) Coalition, aimed at providing a unified voice for Michigan's employment providers and workforce. The Coalition's focus is on ensuring a thriving state with a growing economy and population. Its four primary areas of focus include opposing workplace mandates on small businesses, ensuring clean, affordable, and reliable energy, safeguarding individuals' choice on how and when to work, and protecting small businesses from a web of local regulations to maintain employment certainty.



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LANSING REGIONAL CHAMBER STAFF

ADMINISTRATION/FINANCE

President and CEO Tim Daman
Director of Administrative Operations Mandy Schmitz

EVENTS & PROGRAMMING

Founder and CEO, Michigan Premier Events Ashlee Willis

MEMBER ENGAGEMENT

Vice President, Membership Engagement Bridget Drzal
Senior Member Relations Manager Daniel Rials
Senior Member Relations Manager Marcy Rzepka

MARKETING & COMMUNICATIONS

Marketing Manager Kelsey Teribery
Multimedia Manager Amanda Matelonek

PUBLIC AFFAIRS

Senior Vice President, Public Affairs Steve Japinga
Talent Development Manager Sarah Bakken

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 [company/lansing-regional-chamber-of-commerce](https://www.linkedin.com/company/lansing-regional-chamber-of-commerce)

 [LansingRegionalChamber](https://www.instagram.com/LansingRegionalChamber)