



LANSING REGIONAL CHAMBER

MID-YEAR REPORT

20
25
—




Accredited Chamber
U.S. Chamber of Commerce

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LANSINGCHAMBER.ORG

ABOUT YOUR CHAMBER

As we reach the halfway point of 2025, the Lansing Regional Chamber of Commerce (LRCC) is proud to reflect on a productive and high-impact first six months—driven by the strategic pillars that guide our work: Excellent Operations, Business Value, Policy Influence, and Regional Leadership.

Our strategic plan continues to position the LRCC as a catalyst for business growth and regional success. Highlights from the first half of the year include:

- **5-Star Reaccreditation** from the U.S. Chamber of Commerce, reaffirming our commitment to excellence in leadership and governance.
- **88% membership** retention with 1,055 active members and 79 new members welcomed into our network.
- **Member engagement** levels reaching 69%, exceeding our annual goal of 65%.
- **Event Participation** has been strong, with close to 3,600 registrations across signature programs such as the Economic Club, Business Education Series, Policy Forum, and the Annual Dinner.
- **Marketing and Communications** has expanded our reach, with over 49,000 social media engagements and 72,000 website visits fueled by FOCUS Magazine, our digital platforms, and targeted campaigns.
- **Policy leadership** remains a top priority, reflected in 38 business roundtables hosted that connected over 1,000 business leaders with federal, state, and local policymakers to advance pro-business advocacy on key issues, including workforce, taxation, infrastructure, and regulation.
- **The 2025 State of the Region Benchmarking Report** was released, providing critical insight into the region's economic competitiveness.

Looking ahead, our advocacy efforts will continue to focus on pressing issues such as proposed changes to the corporate income tax and ballot initiatives affecting the minimum wage and tip credit laws.

The momentum is real—and it's only growing. We remain committed to delivering the resources, connections, and leadership that our members value most. We thank you for your continued support and look forward to an even stronger second half of 2025.

TIM DAMAN

PRESIDENT AND CEO
LANSING REGIONAL CHAMBER OF COMMERCE



MEMBERSHIP ENGAGEMENT



BUSINESS LEADERS KNOW THE VALUE OF PARTNERING WITH THE LRCC — PROVIDING THE INFORMATION, CONNECTIONS, AND RESOURCES TO HELP YOU GROW AND SUCCEED



1,055

TOTAL
MEMBERS



79

2025 NEW
MEMBER COUNT



69%

MEMBER
ENGAGEMENT RATE



88%

MEMBER
RETENTION

MARKETING & COMMUNICATIONS

THE LRCC HELPS MEMBERS BOOST BRAND AWARENESS THROUGH HIGH-EXPOSURE MARKETING ACROSS MULTIPLE PLATFORMS



SOCIAL MEDIA

664

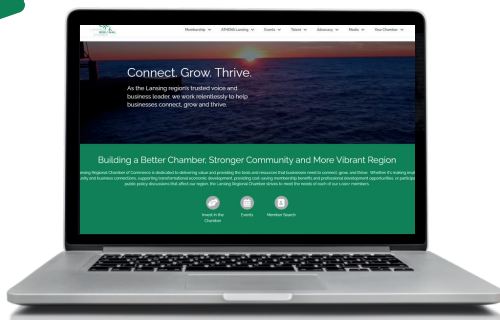
FOLLOWERS
GAINED

49,504

ENGAGEMENTS

529,955

IMPRESSIONS



LANSINGCHAMBER.ORG

72,203

WEBSITE VIEWS
AND COUNTING
IN 2025



BUSINESS
VALUE

03

EVENTS & PROGRAMMING

NETWORKING REMAINS THE TOP MEMBER BENEFIT OF 2025



3,589

TOTAL ATTENDEES FOR
EVENTS



60

TOTAL EVENTS

LANSING ECONOMIC CLUB

FEATURED SPEAKERS

- MAYOR MIKE DUGGAN
- WOMEN'S LEADERSHIP PANEL
- CANADA CONSUL GENERAL COLIN BIRD
- THE STATE OF THE REGION REPORT
- CHAMPIONS OF THE HEART WITH MSU COACH TOM IZZO AND MIKE GARLAND

LANSING
ECONOMIC CLUB

2,656

TOTAL ATTENDEES

BUSINESS EDUCATION SERIES

FEATURED TOPICS

- EMPLOYEE ENGAGEMENT
- EMAIL AND WEB MARKETING
- DATA BREACH AND LEGAL PREPARATION

BUSINESS EDUCATION
SERIES

63

TOTAL ATTENDEES

DIVERSITY, EQUITY AND INCLUSION (DEI) SERIES

FEATURED TOPICS

- POLICIES AND PROCEDURES: TOOLS FOR RETENTION AND BELONGING
- COURAGEOUS LEADERSHIP AND ITS ROLE IN CREATING PSYCHOLOGICAL SAFETY
- HIRING OUT OF SIGHT, OUT OF MIND

DEI SERIES

62

TOTAL ATTENDEES

MEMBER MIXERS

LOCATIONS

- ZAPZONE XL
- HUNTERS RIDGE APARTMENTS
- REO TOWN CLUBHOUSE
- DART BANK
- HIGH CALIBER KARTING & ENTERTAINMENT
- LANSING BREWING COMPANY

MEMBER MIXER

714

TOTAL ATTENDEES



BUSINESS
VALUE

04

TALENT, GROWTH AND DEVELOPMENT

LRCC OFFERS PROGRAMS TO EMPOWER EMPLOYEE GROWTH, STRENGTHEN LEADERSHIP SKILLS, AND FOSTER CONTINUOUS LEARNING

LEADERSHIP LANSING

FALL 2024 - MAY 2025

THROUGH BEHIND-THE-SCENES TOURS, INTERACTIVE SESSIONS, AND EXCLUSIVE NETWORKING OPPORTUNITIES, PARTICIPANTS GROW THEIR LEADERSHIP CAPACITY WHILE BUILDING MEANINGFUL RELATIONSHIPS



2025 CELEBRATES THE 10TH ANNIVERSARY OF
LEADERSHIP LANSING

ATHENA LANSING

ATHENA WIN PARTNERS WITH THE LRCC, OFFERING EVENTS AND TRAINING FOCUSED ON CAREER GROWTH AND EXPANDING KNOWLEDGE FOR PROFESSIONAL WOMEN



+230
TOTAL ATTENDEES



2
PROFESSIONAL
GROWTH SESSIONS
WITH RECORD
ATTENDANCE

ASPIRING LEADERS PROGRAM

FALL 2024 - MARCH 2025

THE ASPIRING LEADERS PROGRAM, DESIGNED TO EMPOWER THE NEXT GENERATION OF EMERGING LEADERS, PAIRS ASPIRING WOMEN WITH ESTABLISHED FEMALE MENTORS FROM THE BUSINESS COMMUNITY TO PROVIDE SUPPORT, FOSTER MEANINGFUL CONNECTIONS, CULTIVATE LEADERSHIP SKILLS, AND EXPAND PROFESSIONAL NETWORKS



20
MENTORS
AND MENTEES



7 MONTH
PROGRAM FOR DEEPER
ENGAGEMENT



BUSINESS
VALUE

05

PUBLIC AFFAIRS

THE LRCC MAINTAINED STRONG PUBLIC POLICY LEADERSHIP IN EARLY 2025, ADVOCATING FEDERALLY, STATEWIDE, AND LOCALLY FOR BUSINESS GROWTH, INFRASTRUCTURE, TALENT DEVELOPMENT, AND ECONOMIC COMPETITIVENESS



38

BUSINESS
ROUNDTABLES

THE LRCC HOSTS MONTHLY BUSINESS ROUNDTABLES BRINGING LEADERS TOGETHER TO SHARE UPDATES AND COLLABORATE ON ADVANCING THE COMMUNITY

- 200+ ATTENDEES ACROSS CLINTON, EATON AND INGHAM COUNTIES
- PROVIDE DIRECT ACCESS TO ELECTED OFFICIALS
- KEY DISCUSSIONS ON REGIONAL DEVELOPMENT, ZONING, AND INFRASTRUCTURE



5

CHAMBER
TOWNHALLS

CHAMBER TOWNHALLS OFFER COMMUNITY MEMBERS A PLATFORM TO ENGAGE WITH ELECTED OFFICIALS AND CANDIDATES ACROSS ALL GOVERNMENT LEVELS

- SENATE MAJORITY FLOOR LEADER SAM SINGH
- SENATE APPROPRIATIONS CHAIR SARAH ANTHONY
- LANSING MAYOR ANDY SCHOR
- SECRETARY OF STATE & GUBERNATORIAL CANDIDATE JOCELYN BENSON
- GENESEE COUNTY SHERIFF AND GUBERNATORIAL CANDIDATE CHRIS SWANSON



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POLICY AND REGULATORY
BUSINESS EDUCATION
SERIES

THE LRCC POLICY & REGULATORY EDUCATION SERIES DELIVERED TIMELY LABOR AND EMPLOYMENT LAW UPDATES ON PAID SICK LEAVE AND MINIMUM WAGE.



6

FIRST FRIDAY PUBLIC AFFAIRS
CALL UPDATES WITH 70+
ATTENDEES

THE LRCC FIRST FRIDAY PUBLIC AFFAIRS CALL UPDATES KEEPS MEMBERS INFORMED AND ENGAGED ON KEY POLICY AND ADVOCACY ISSUES

BALLOT AND POLITICAL ENGAGEMENT

THE LRCC FOCUSES ON PROMOTING A PRO-BUSINESS ENVIRONMENT AND HAS TAKEN POSITIONS ON 2025 BALLOT PROPOSALS

- **CONDUCTED POLLING FOR 2025 CITY OF LANSING ELECTIONS**
 - IDENTIFIED TOP VOTER CONCERNS AS ROADS, AFFORDABLE HOUSING, AND PUBLIC SAFETY.
- **TRACKING 2026 BALLOT PROPOSALS**
 - PROGRESSIVE INCOME TAX INITIATIVE
 - MINIMUM WAGE/TIP CREDIT REVERSAL
 - PROPOSAL 1: CONSTITUTIONAL CONVENTION VOTE



POLICY AND ADVOCACY PRIORITIES

THE LRCC PRIORITIZES ONGOING EFFORTS TO ADDRESS KEY ISSUES TAKING PLACE IN 2025, FROM REGULATORY CHANGES, BALLOT PROPOSALS, AND INFRASTRUCTURE NEEDS, REINFORCING OUR COMMITMENT TO A STRONGER, MORE BUSINESS-FRIENDLY REGION

FEDERAL



- **ADVOCATED** FOR THE EXTENSION OF THE 2017 TAX CUTS & JOBS ACT
- **HOSTED** A FEDERAL TAX ROUNDTABLE WITH CONGRESSMAN TOM BARRETT
- **SUPPORTED** WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) REAUTHORIZATION AND OPPOSED EXCESSIVE BENEFIT OWNERSHIP INFORMATION REPORTING
- **CALLED** FOR AN END TO TARIFFS AFTER 54% OF SURVEYED BUSINESSES REPORTED NEGATIVE IMPACTS

STATE



- **CHAMPIONED** BIPARTISAN COMPROMISE ON PAID SICK LEAVE AND MINIMUM WAGE, INCLUDING UPDATES TO ACCRUAL, CARRYOVER, AND COMPLIANCE
- **OPPOSED** HARMFUL LEGISLATION FOR:
 - SENATE BILL 246 AND 247 “TRASH TAX” INCREASING LANDFILL FEES BY 333%
 - SENATE BILL 134 REMOVING EXEMPTIONS UNDER THE MICHIGAN CONSUMER PROTECTION ACT
 - SENATE BILL 245 ALLOWING “BAD FAITH” INSURANCE LAWSUITS, POTENTIALLY RAISING COSTS FOR INDIVIDUALS AND BUSINESSES BY \$4.7B ANNUALLY
 - ROAD FUNDING PROPOSALS RAISING THE CORPORATE TAX RATE TO 8.5% AND ADDING A 50-CENT DELIVERY FEE
- **ADVOCATED** FOR:
 - GREAT LAKES TUNNEL PROJECT
 - RETURN-TO-OFFICE POLICY FOR STATE WORKERS TO BOOST DOWNTOWN LANSING
 - MAINTAINING THE ECONOMIC-REALITY TEST FOR INDEPENDENT CONTRACTORS (OPPOSING SENATE BILL 6 AND 7)

LOCAL & REGIONAL



- **SUBMITTED** RECOMMENDATIONS TO THE LANSING CITY CHARTER COMMISSION ON MAYORAL AUTHORITY, COUNCIL STRUCTURE, AND LANSING BOARD OF WATER & LIGHT (BWL) OVERSIGHT
- **KEY DEVELOPMENT PROJECTS SUPPORTED:**
 - NEW VISION LANSING (\$351M, 5 DOWNTOWN BUILDINGS)
 - NEW LANSING CITY HALL (\$40M)
 - RIVERVIEW 220 & GRAND VISTA PLACE HOUSING (\$41M)
 - BRENKE FISH LADDER MUSIC PROJECT (\$3.4M)
 - UM-SPARROW BEHAVIORAL HEALTH FACILITY (\$95M)
 - LG ENERGY SOLUTION (\$2.6B, 1,700 JOBS)
 - IONETIX EXPANSION IN DELTA TWP (\$25.75M, 53 HIGH-WAGE JOBS)
 - CITY MISSION REDEVELOPMENT (\$10M)
- **ADVOCATED** FOR INFRASTRUCTURE AND ECONOMIC DEVELOPMENT THROUGH CAPITAL AREA COUNCIL OF GOVERNMENTS (CAPCOG), SECURING 10 PROJECTS IN THE STATE'S BUDGET PORTAL
- **MONITORED** EATON COUNTY PUBLIC SAFETY MILLAGE OUTCOME AND SUPPORTED A TENTATIVE AGREEMENT TO MAINTAIN CRITICAL SERVICES IN DELTA TOWNSHIP
- **LAUNCHED** THE 2025 STATE OF THE REGION BENCHMARKING REPORT, A REFRESHED AND DATA-DRIVEN PERSPECTIVE ON THE ECONOMIC VITALITY OF THE LANSING REGION