



# DOWNTOWN LANSING INC.

## Leading Downtown Lansing's Transformation

Thriving downtowns don't happen by accident. They are born out of research, community investment and a whole lot of determination. Together we are leading Downtown Lansing's transformation.

2024 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



**2024** *Semifinalist*

## DOWNTOWN LANSING

**2024 GREAT AMERICAN MAIN STREET AWARD**  
SEMIFINALIST

### State of **DOWNTOWN**

**18** Blocks

**73** First-floor storefronts

**1,100** Residential units

**39** Restaurants

**28** Retail stores

**13** New businesses opened/expanded

**19%** Storefront vacancy rate

## Downtown Lansing is making a real difference.

As the downtown management agency tasked with promoting the culture and sustainability of our district, we are thrilled that Downtown Lansing is being recognized as leader in downtown revitalization! This year, we are recognized as a top Main Street and downtown development agency. This is a testament to all the people, businesses, and partners who have worked hard over the years to make our downtown unique. Our downtown is known as a leader in historic preservation, innovators in economic and community development and we are known for our commitment to the continued revitalization of Michigan's downtown.

### Downtown's Goals

- Increase residential offerings downtown that cater to a variety of family structures and income levels. Diversify our business mix to extend the operating hours of Downtown Lansing and meet the needs of those who call Lansing home.
- Diversify our business mix to cultivate more of a 24/7 experience and meet the needs of Lansing residents.
- Strategic planning efforts, non-motorized transit options, and active public spaces have the potential to increase economic vitality and create a thriving hub of vitality, diversity, and opportunity.



**DOWNTOWN LANSING INC.**

# TRANSFORMING LANSING'S DOWNTOWN



**Comprehensive Market Analysis:** As the downtown management agency, we conducted a market analysis to dissect our needs, analyze the market, and devised a strategy that aligns with the unique character of our city.



**The Shops at Middle Village:** Middle Village graduates are driving change in our downtown district, opening new storefronts and adding to the shoppportunities found in Michigan's Capital City!



**People Make the Place:** Through meticulous research, intentional investment, and a spirit of collaboration, we are shaping the future of Downtown Lansing. Join us in calling Downtown Lansing the place you live, work and invest in today!

## REINVESTMENT STATS 2022-2023

### PRIVATE INVESTMENT

**\$7,478,800**

Program to date: \$109,443,237



**17**

**Façade & Building Improvements**

Program to date: 304



**16**

**New Businesses**

Program to date: 107

## Community Profile

Downtown Lansing | 2023



Population

**3,783**



Households

**2,205**



Median HH Income

**\$52,500**



Median Age

**34.5 years**



Housing Units

**2,622**



90% Housing is occupied

46% Owner-occupied

45% Renter-occupied

## DLI is Helping Businesses Thrive

- Small Business Support Grants
- Middle Village Accelerator Program
- Interior and exterior rehab support
- Match on Main Grants
- Downtown business promotions
- Rent/mortgage assistance
- Year-round business trainings

"You can find something for everyone down here and that's super important to help drive the culture of downtown. It's been exciting to see downtown start to grow and change, and people coming down again. It feels like the rebirth of downtown. The heart beats hard down here, you know? We just keep fighting to make something beautiful."

—Avtar Singh, Arjun Da Dhaba of Market on the SQ<sup>2</sup>;  
James Cheskaty, EnVie; Kari Magee, Veg Head

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	20,329	117,606	338,887
Households	9,382	50,228	140,215
Median HH Income	\$33,683	\$49,217	\$59,487

## In-demand Businesses

### Food & Drink

- Breakfast/brunch restaurant
- Farm-to-table restaurant
- Bakery
- Wine bar

### Shopping & Retail

- Pharmacy
- Apparel
- Home goods



# Connecting People, Partners & Places

With the comprehensive market analysis guiding our strategic action plan as our road map, we envision a remarkable transformation of Downtown Lansing that reflects a vision where accessibility fosters a vibrant community and connects our neighborhoods.

Being named a top downtown, Main Street semifinalist, and setting the downtown plan into action highlights the importance of coming together as a community. Together we must support entrepreneurs, our local businesses, and set a comprehensive vision for the future. As the heart of Michigan's capital city, we are prioritizing walkability, sustainability, and accessibility to create a district that welcomes everyone. We are Michigan's Downtown!



## VOLUNTEER SPOTLIGHT

"I believe one of Lansing's strongest traits is its community. Since volunteering with DLI, I have gotten to connect with great people and gain fulfillment in creating a better space to welcome others—whether through helping at events or just picking up trash. It's my goal to keep downtown clean and hopefully inspire others to help our city and world be the best it can be. Since moving Element Massage downtown in 2016, I have seen it transform and can't wait to see what downtown turns into in the coming future."

—Colton Hughes, Owner, Element Massage



## 2023 Pulse of Downtown



- 53%** Visit downtown Lansing most often for dining
- 31%** Described recent trends in downtown Lansing as improving or making progress.
- 24%** Said the frequency of their visits to downtown Lansing increased during the past year.

## Social Connection



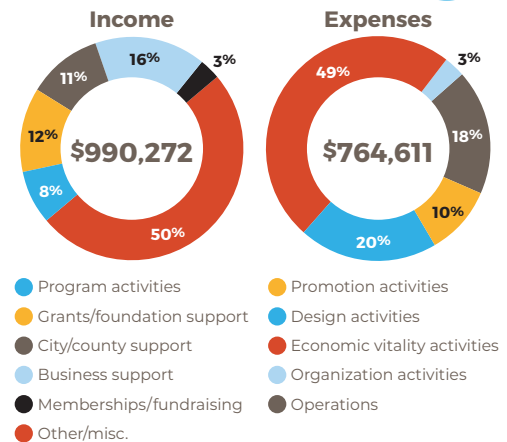
- 10,095+** Facebook Followers
- 12,055+** Instagram Followers
- 14,715+** Twitter Followers

## Volunteer Connection



- 3,159** Volunteer hours in 2022–2023
- 27,673** Volunteer hours (Program to date)
- \$95,244** Volunteer value in 2022–2023
- \$834,341** Volunteer value (Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Downtown Lansing  
Main Street Events 2022-23

## 7,100

Est. event attendance

- Block Aid
- Kringle Holiday Market
- Forks & Corks
- Winterfest
- Trick-or-Treat on the Square
- Wine About Winter
- Bunny Hop
- Downtown Farmers Market
- Live Music Thursdays
- Downtown Business Huddles



Sparrow Bloom adds to shopopportunities downtown



Trick or Treat on the Square



Kringle Holiday Market brings seasonal outdoor shopping



Cheers to Wine about Winter!

“The heart of Michigan’s Capital City is its downtown district. Downtown Lansing is evolving into a neighborhood and thriving urban center that fosters community engagement through our culture, opportunities and activities at all hours of the day.”

—Cathleen Ederly, Executive Director of Downtown Lansing Inc.

## Downtown Lansing’s Board of Directors

- President: Jen Estill      Secretary: Jennifer Hinze      Member: Joshua Pugh  
 Vice President: J.V. Anderton      Member: Tamera Carter      Member: Jesse Flores  
 Treasurer: Julie Durham      Member: Karl Dorshimer

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

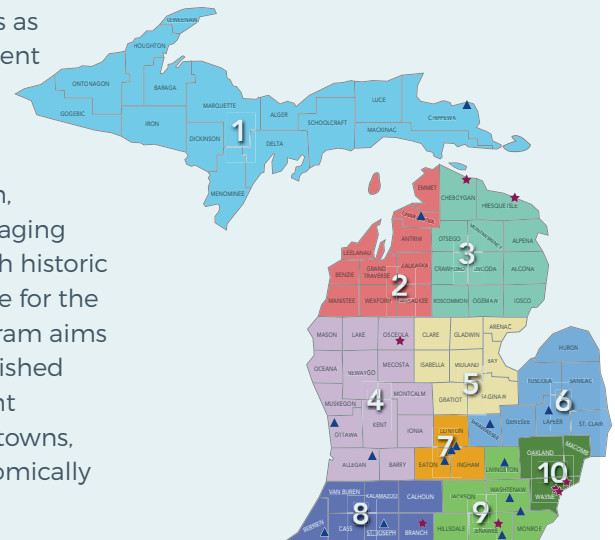


### Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

### Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org