

# Forging the Future in Michigan's Downtown

Where community, commerce, arts and entertainment  
come together to lead the way forward for our state.

2025 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org

Community, commerce, arts,  
and entertainment.

Welcome to Downtown Lansing.



## State of DOWNTOWN

**18** Blocks

**73** First-floor  
storefronts

**1,262** Residential  
units

**40** Restaurants

**25** Retail stores

**9** New businesses  
opened/  
expanded

**949.1k** Visitors

**25%** Storefront  
vacancy rate

## Downtown Lansing Inc.— Making a Real Difference.

At Downtown Lansing Inc., we're thrilled to have you alongside us as we work to make Downtown Lansing a thriving and inclusive district where residents, business owners, volunteers, and city leaders work together and where all stakeholders feel a sense of welcome, inclusion, and opportunity in Downtown Lansing!

New developments, enhanced outdoor spaces, diverse businesses and more are bringing new energy and activity to the area, making downtown a prime destination for businesses, residents, and visitors alike!

### Downtown's Goals

- Foster downtown as an energetic, dense and walkable residential neighborhood
- Nurture a vibrant, diverse and robust business district.
- Cultivate active and welcoming public spaces.
- Build sustainable funding for a sustainable organization.



# TRANSFORMING LANSING'S DOWNTOWN



**CULTURE:** We are creating a culture where residents, business owners, volunteers, and city leaders work together to achieve common goals, championing the future of Downtown Lansing.



**COMMUNITY:** Working collaboratively to uplift our neighborhood because downtown is more than just a district. It's a place to start, to connect, unwind, and celebrate!



**COMMERCE:** DLI offers diverse tools and resources tailored to support local businesses like yours. Last year we supported 45+ local businesses with \$1.8 million in grants.

## REINVESTMENT STATS 2023-2024

### PRIVATE INVESTMENT

**\$13,000,295**

Program to date: \$122,443,532



**20**

**Façade & Building Improvements**

Program to date: 324



**9**

**New Businesses**

Program to date: 116

## Community Profile

Downtown Lansing | 2024



Population

**4,296**



Households

**2,251**



Median HH Income

**\$51,636**



Median Age

**35 years**



Housing Units

**2,722**



91% Housing is occupied

45% Owner-occupied

46% Renter-occupied

## DLI is Helping Businesses Thrive

- Tenant Improvement Grants
- Middle Village Accelerator
- Match on Main
- Sign Grant Program
- Downtown Business Huddle
- Monthly business trainings
- Sidewalk Café Furniture Grant Program
- Coordinating grand opening and anniversary celebrations
- Street construction stakeholder input sessions and support
- Monthly merchant news

“DLI’s commitment to supporting the downtown business community is beautiful. They have been incredibly helpful in getting AOTA nestled in on our 300 block corner of Washtenaw and Washington. We are truly feeling the synergy of the community here.”

—Ozay Moore, Founder/Executive Director, All of the Above Hip Hop Academy

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	20,582	119,078	339,842
Households	9,638	51,475	141,747
Median HH Income	\$44,228	\$53,408	\$64,392

## In-demand Businesses

### Food & Drink

- Breakfast/brunch
- Italian
- Bakery
- Ice cream/sweets

### Shopping & Retail

- Pharmacy
- Apparel
- Home goods
- Special event apparel



# The City We See

By creating an environment that caters to residents' daily needs and fosters community interaction, Downtown Lansing is transforming into a dynamic urban center. We're leading downtown's transformation through a smart, common-sense approach as we work collaboratively with partners to strengthen our existing assets and diversify the future landscape as we lead the way forward for our state during this time of exciting momentum and growth.

Dive into downtown's vibrant mix of music, delicious eats, cultural experiences and our riverfront located right in the heart of the city—it's all waiting for you!



## VOLUNTEER SPOTLIGHT

"Being a part of DLI has afforded me the opportunity to be a part of the team that is helping to lead downtown Lansing to a new and better future."

—J.V. Anderton, DLI Board Member,  
Foster Swift Collins & Smith PC



## 2024 Pulse of Downtown



- 55%** Visit downtown Lansing most often for dining
- 25%** Described recent trends in downtown Lansing as improving or making progress.
- 59%** Said the frequency of their visits to downtown Lansing increased or stayed the same during the past year.

## Social Connection



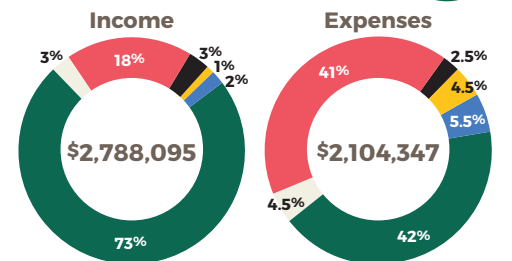
- 10,975+** Facebook Followers
- 12,720+** Instagram Followers
- 15,200+** X Followers

## Volunteer Connection



- 3,070** Volunteer hours in 2023–2024
- 30,742** Volunteer hours (Program to date)
- \$96,981** Volunteer value in 2023–2024
- \$971,140** Volunteer value (Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Business support
- Memberships/fundraising
- Personal Giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc.

# DOWNTOWN ALIVE

Downtown Lansing  
Main Street Events 2023-24

# 67,987

Est. event attendance

- Winterfest
- Best of Lansing
- Trick-or-Treat on the Square
- Seasonal Downtown Markets
- Bunny Hop on the Square
- Silver Bells in the City
- Olive Burger Festival
- Downtown Farmers Market
- Live Music Thursdays
- Hispanic Heritage Festival



Nine new businesses opened in 2024, diversifying the downtown experience.



Year-round events fuel passion and pride!



Over \$1.8 million in Small Business Grants uplifted downtown businesses.



Local art beautifies our community.

**“At DLI we are privileged to work collaboratively with our stakeholders to set the vision and strategic plan for the future of Downtown Lansing. Let’s pave the way for growth, vibrancy, and a downtown where everyone can thrive together!”**

—Cathleen Edgerly, Executive Director of Downtown Lansing Inc.

## Downtown Lansing’s Board of Directors and Staff

- |                                |                                  |   |
|--------------------------------|----------------------------------|---|
| President: Jen Estill          | Member: Karl Dorshimer           | CD Director: Julie Reinhardt              |
| Vice President: Joshua Pugh    | Member: Jesse Flores             | Marketing/Brand Specialist: Shakayla Zoss |
| Treasurer: Julie Durham        | Member: Keri Tomac               | Event/Outreach Manager: Mario Gonzales    |
| Secretary: Jennifer Hinze      |                                  | Office Mgr: Audrey Brayton                |
| Member: Nikki Thompson-Frazier | <b>STAFF</b>                     |   |
|                                | Exec. Director: Cathleen Edgerly |   |

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$49,135,925**

2023-24 Total Private Investment

**\$473,749,204**

Program to date



**\$5,855,343**

2023-24 Total Public Investment

**\$152,552,988**

Program to date



**30,094**

2023-24 Volunteer Hours

**922,796**

Program to date



**136**

2023-24 New Businesses

**2,033**

Program to date



**117**

2023-24 Façade & Building Improvements

**2,934**

Program to date

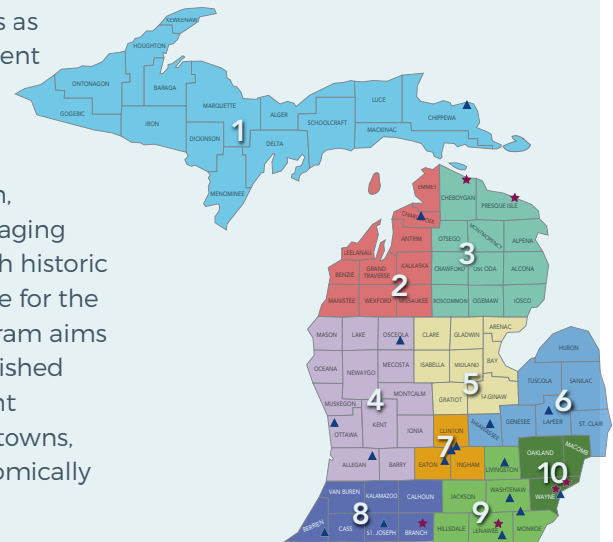


### Michigan Main Street

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](http://www.miplace.org)