

Steps for Opening Your Business:

1 STEP ONE - Starting the process:

- Reach out to the knowledgeable staff at Downtown Lansing Inc. They can provide Market Study data to see if your business fits within the community's identified needs.
- Discuss available real estate for lease or purchase: (View available real estate at downtownlansing.org)
- Identify funding needs and meet with appropriate funding sources (in coordination with the City, MEDC, LEAP Chamber, etc.)
- Building Permits & Site Review: City of Lansing
- Research appropriate licensing and permitting needs for your business
- Zoning/Special Land Use
- Architectural drawings and layout of facilities

2 STEP TWO - Planning the process:

- Build out of appropriate spaces
- Façade/Sign Grants
- Sign Permits
- Rental Assistance
- Zoning
- Inspections
- Rental Registrations
- County licensing and inspection authorities
- Funding Secured: Business Loans, Budgeting for future investments, etc.
- Create a Business & Marketing Plan (SBDC)
- Personnel needs identified, interviewed, and secured
- Accountant/Bookkeeper
- Lawyer
- Manage Your Digital Environment: IT, Hardware, Security, Merchant Services, etc.
- Policy & Employee Manual
- Budgeting for Future Investments

3 STEP THREE - Getting ready to open

- Coordinate a Grand Opening, ribbon cuttings, press release, marketing, anniversaries and other celebrations (DLI, Chamber)
- Execute marketing strategy
- Secure licensing (City of Lansing, Ingham County)

4 STEP FOUR - Open for business & ongoing:

- Yearly ongoing inspections and licensing
- Marketing your business in the district & participating in downtown events/programs

Note: This is a brief informational tool to help you get started. For detailed information to get your business growing, contact the appropriate departments as listed on the next page.

WE HEART DOWNTOWN



Main Business Contacts:



**DOWNTOWN
LANSING INC.**

**Downtown Lansing Inc.
is your main contact
when starting a business
in downtown Lansing!**



Small Business Development Center (SBDC):

The Capital Area SBDC provides one-on-one counseling, training and research to assist small businesses, guiding you along the business development process, as well as connecting you with critical resources.



Laurie Lonsdorf
Phone: (517) 483-1921
lonsdorl@lcc.edu

Lansing Regional Chamber of Commerce:

Membership based organization dedicated to helping employers and businesses in the region grow through business education and networking, enhancing member visibility and advocacy.



Christine Zarkovich
Phone: (517) 853-6456
czarkovich@lansingchamber.org

Lansing Area Economic Partnership (LEAP):

An economic development organization that helps businesses of all sizes locate and expand in the Lansing, MI region, working with entrepreneurs, providing funding assistance and advocacy efforts.



Anum Mughal
Phone: (517) 702-3387 ext. 212
anum@purelansing.com

City of Lansing, Planning & Permitting Office:

The Lansing Planning Office manages development through effective planning and zoning practices. Contact their office to discuss any approvals needed before you open.



Brian McGrain
Phone: 517-483-4060
Brian.McGrain@lansingmi.gov

Ingham County Health Dept:

Providing inspections for food-based businesses as you build plan your interior and prepare to open. *All Food/Beverage based-businesses should contact the Ingham County Health Dept. before you start build-out to ensure you have all the proper equipment



Amy Thomas
Phone: (517) 887-4525
Cell: (517) 819-1056
AThomas@ingham.org

Fire Marshall:

Inspections prior to purchasing, leasing, or opening your business – especially when there is a change of use.



Michael Mackey
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Mike.Mackey@lansingmi.gov