Leading with Strategy, Vision, and Heart

Success—a reinvented downtown Lansing—takes innovative thinking and doing. That’s why Downtown Lansing Inc. is leading the transformation of our downtown district, through thoughtful and strategic planning that focuses on meeting the everyday needs of our residents, looking at new development models, cultivating a diverse business mix, and enhancing community spaces. In short, collaboratively creating a downtown experience known for its culture, opportunities, and activity at all hours of the day!

Downtown Lansing is making a real difference.

As the downtown management agency, Downtown Lansing Inc. serves as a community connector and solution creator—balancing the needs of our residents, businesses and visitors. Together with our partners, we are leading the transformation of Michigan’s downtown—making it the best that it can possibly be through purposeful and proactive recruitment and retention; building sustainable business systems that support and empower entrepreneurs; supporting growth and new community development models; and more! All of this is leading to a shift in how people interact with the downtown and will result in more of a 24/7 downtown experience for all! We hope you’ll join us in the year ahead!

Downtown’s Goals

- Increase residential offerings downtown
- Added density through infill and upfill development
- Reduce commercial vacancies by funding critical programs and providing small business support
- Develop and implement a diversity, equity and inclusion plan
- Increase organizational capacity

State of Downtown

- 18 Blocks
- 73 First-floor storefronts
- 1,100 Residential units
- 37 Restaurants
- 25 Retail stores
- 10 New businesses opened/expanded
- 20% Storefront vacancy rate
TRANSFORMING LANSING’S DOWNTOWN

To create a capital city that is more representative of the entire state, and diversify the downtown experience, DLI has taken a proactive business recruitment approach and provided small business support grants to help welcome 10 new and expanded businesses to downtown Lansing!

Downtown Lansing is a community of people and places who are determined to build back better and #LiftUpLocal. Together, we have a passion that acts as an invitation to new businesses and visitors.

DLI is Helping Businesses Thrive

- Rent/mortgage support grants
- Downtown Revolving Loan Fund
- Match on Main grants
- Small Business Operating Grants
- Middle Village micro-market
- Sign and Lighting Incentive Program
- Patio Grants

"Customers become family and I love that. I love Lansing and they love us right back! They’ve supported us for 99 loyal years."

—Autumn Weston, Owner, Weston’s Kewpee Burger

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20,329</td>
<td>117,606</td>
<td>388,887</td>
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<tr>
<td>Households</td>
<td>9,382</td>
<td>50,228</td>
<td>140,215</td>
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<td>Median HH Income</td>
<td>$38,683</td>
<td>$49,217</td>
<td>$59,487</td>
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</table>

Community Profile

- Population: 113,428
- Households: 49,846
- Median HH Income: $45,902
- Median Age: 34.5 years
- Housing Units: 55,129

In-demand Businesses

- Food & Drink
  - Breakfast/brunch restaurant
  - Farm-to-table restaurant
  - Bakery
  - Wine bar
  - Healthy menu eatery

- Shopping & Retail
  - Bookstore (just added downtown!)
  - Wine and specialty foods shop
  - Butcher/meat shop
  - Arts, crafts and hobbies
  - General/variety store

Connecting community involves reimagined events like Forks & Corks and Winterfest. Events that bring people together in all new ways and outdoor spaces—encouraging people to reinvest and reengage with the downtown district.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

$7,625,381
Program to date: $101,964,437

Facade & Building Improvements

31 Program to date: 287

New Businesses

11 Program to date: 91
Planning for the Future
Downtown Lansing is experiencing a movement. A more collaborative culture. A transformation in how we do business and plan for a stronger future. That’s why we’re leading a comprehensive market analysis (CMA) for downtown that will help show: what kind of businesses could thrive here and grow; what kind of new physical developments are best for us as we grow a healthy neighborhood; and maybe most importantly, who is inclined to live in an urban downtown (thus supporting every other type of growth), along with what kind of living spaces they need and want. In short—planning for what will make downtown Lansing more enjoyable, livable, and functional for the generations ahead. #SupportLansing

Volunteer Connection

- 2,853 Volunteer hours in 2021–2022
- 24,513 Volunteer hours (Program to date)
- $80,883 Volunteer value in 2021–2022
- $694,944 Volunteer value (Program to date)

Volunteer Spotlight

“I joined DLI as a volunteer because I wanted to contribute to my community in a meaningful way and meet people. Having worked in economic development before, I know this type of work draws people who are dedicated to making good things happen to grow and strengthen communities. I am so proud of how much has been accomplished downtown since joining last year, and I am happy to have met so many wonderful, hardworking individuals along the way!”

—Erin Robinson, Business Development Co-chair, DLI Volunteer of the Year

2022 Pulse of Downtown

- 63% 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

- 9,415+ Facebook Followers
- 11,490+ Instagram Followers
- 15,210+ Twitter Followers

In the Numbers

Income
- Program activities 39%
- Grants/foundation support 11%
- City/county support 5%
- DDA support 8%
- Business support 14%
- Memberships/fundraising 27%
- Other/misc. activities 66%

Expenses
- Program activities 11%
- Design activities 5%
- Promotion activities 16%
- Economic vitality activities 14%
- Organization activities 8%
- Operations 5%
- Other/misc. activities 66%

Visit downtown Lansing most often for dining
Described recent trends in downtown Lansing as improving or making progress.
Said the frequency of their visits to downtown Lansing increased during the past year.
“Success—a reinvented downtown takes you. It takes me. It takes all of us working together with relentless and fierce determination, working towards similar goals and a vision to make Michigan's downtown the very best that it can be! Downtown Lansing is leading the vision, goals, and efforts to re-energize Michigan's downtown.”

—Cathleen Edgerly, DLI Executive Director

**MICHIGAN MAIN STREET**
A Network of Leaders in Grassroots Economic Development

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

- **$60,607,647**
  2021-22 Total Private Investment

- **$407,127,406**
  Program to date

- **$8,138,196**
  2021-22 Total Public Investment

- **$137,057,816**
  Program to date

- **41,186**
  2021-22 Volunteer Hours

- **851,890**
  Program to date

- **131**
  2021-22 New Businesses

- **1,753**
  Program to date

- **174**
  2021-22 Façade & Building Improvements

- **2,673**
  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**

www.miplace.org

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**Downtown Lansing’s Board of Directors**

- **President:** Ashlee Willis
- **Vice President:** Jen Estill
- **Treasurer:** Jim Tischler

**Past President, Member:** J.V. Anderton

**Member:** Karl Dorshimer

**Member:** Tamera Carter

**Member:** Jennifer Hinze

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**Downtown Lansing Main Street Events 2021-22**

- Forks & Corks
- Block Aid
- State of Downtown
- Evening of Excellence
- Community clean-ups
- Trick-or-Treat on the Square
- Winterfest
- Live Music Thursdays
- Downtown Business Huddles

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**Shopping, live music and fun on the Square!**

**Winter fun for all ages!**

**One night, two events, and unlimited partnership possibilities!**

**Artists collaborated with the community to create art all around the capital city!**