

# Forging the Future in Michigan's Downtown

Bold energy, big dreams and a bright future as we come together to build a thriving and inclusive district in Downtown Lansing.

2026 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



## State of DOWNTOWN

**18** Blocks

**39** Restaurants

**25** Retail stores

**9** New businesses opened

**949.1k** Visitors (2024)

**3.6M** Visits (2024)

**26%** Storefront vacancy rate

## Meaningful Momentum

It starts with vision—and it grows into action. Across downtown, new projects are taking shape that will transform how we live, work and connect. Today we're experiencing so much more than just development—it's momentum in motion.

And it doesn't happen alone. Building the future we see takes the public and private sector, big thinkers and doers—all working together to shape what's next for Downtown Lansing. Together, let's champion, invest and choose to be part of the next chapter here in Michigan's Downtown.

## 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.



**Downtown  
Lansing Inc.**

# TRANSFORMING LANSING'S DOWNTOWN



**CULTURE:** We are creating a culture where residents, neighbors and visitors of all backgrounds feel a sense of welcome, inclusion and opportunity.

**COMMUNITY:** At DLI, we're creating a culture where residents, businesses, volunteers and city leaders work together to achieve common goals—championing the future of Downtown Lansing.

**COMMERCE:** From accelerator programs to merchant meetups, trainings and connections to resources—DLI offers tailored support for local businesses like yours! Showcase your business in Michigan's Downtown.

## REINVESTMENT STATS 2024-2025

**PRIVATE INVESTMENT**  
**\$5,200,269**

Program to date: \$127,643,801



**19**

**Façade & Building Improvements**  
Program to date: 343



**9**

**New Businesses**  
Program to date: 125

## Community Profile

Downtown Lansing | 2025



Population  
**4,346**



Households  
**2,300**



Median HH Income  
**\$60,700**



Median Age  
**32 years**



Housing Units  
**2,772**



**91%** Housing is occupied  
**44%** Owner-occupied  
**47%** Renter-occupied

## DLI is Helping Businesses Thrive

- Monthly merchant learning series
- Middle Village retail accelerator
- Match on Main grants
- Grand opening celebrations
- Downtown Digital Dollars
- Tenant Improvement grants
- Downtown Business Huddle
- Monthly merchant communications
- Year-round promotional opportunities

“Working with Downtown Lansing Inc. has been an incredible experience. Being part of the Downtown Lansing community means collaboration, support, and shared growth. It’s inspiring to see how local businesses, residents, and leaders come together to make our city vibrant and welcoming.”

—Oluwaseun “Sean” Sipeolu, Owner, Jollof Afro-Caribbean Lounge

## 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  
Late night dining

### Shopping & Retail

Pharmacy  
Apparel  
Home goods  
Special event apparel



# Connecting Community

As champions for Michigan's downtown, Downtown Lansing Inc. (DLI) brings people together—businesses, creatives, residents, and leaders—to cultivate a more vibrant, connected, and thriving downtown. Through economic development, local business support, events, and public space activation, we're here to support and connect the community, fostering a strong sense of involvement.



## VOLUNTEER SPOTLIGHT

"I love to eat, shop and play in Downtown Lansing! The area has so much to offer and keeps getting better. Living in the city of Lansing, it just makes sense to give back and be part of something great!"

—Alan Woodbury, Vice President,  
Independent Bank



## 2024 Pulse of Downtown



- 85%** 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



**12,150+**  
Facebook Followers



**13,300+**  
Instagram Followers



**1,100+**  
LinkedIn Followers

## Volunteer Connection



**3,260**  
Volunteer hours in 2024–2025



**34,002**  
Volunteer hours  
(Program to date)

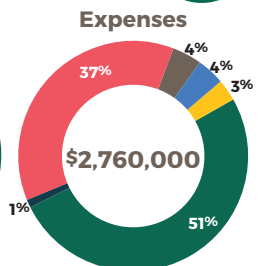
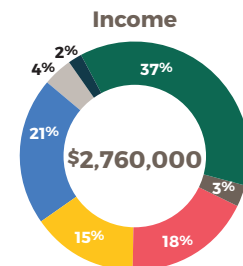


**\$107,156**  
Volunteer value in 2024–2025



**\$1,117,646**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Management contract fees
- Business support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc.



# DOWNTOWN ALIVE

Downtown Lansing  
Main Street Events 2024-25

## 74,444

Est. event attendance

- Big Red Ball Fundraising Gala
- Bunny Hop of the Square
- Trick-or-Treat on the Square
- Hispanic Heritage Festival
- Farmers Market on the Capitol Lawn
- Live Music Thursdays
- Silver Bells in the City
- Evening of Excellence



The inaugural Big Red Ball offered bold looks, big energy and a shared mission raising \$40,000.



New businesses, such as Jollof Afro-Caribbean Cuisine, are diversifying the dining and shopping options you can experience on weekends and into the evening hours.



Middle Village, a 12-month retail accelerator program, welcomed its fifth cohort



Events like Trick-or-Treat on the Square helped welcome over one million visitors this year to the heart of the Capital City.

"This year, Downtown Lansing has shown what's possible when shared vision meets collective action. With over \$628 million in investment and development coming to Michigan's Downtown, we're witnessing the true power of partnership and perseverance. From transformative projects and creative collaborations, Downtown Lansing is growing stronger every day. Let's keep building Michigan's Downtown—together."

—Cathleen Edgerly, Executive Director

## Downtown Lansing's Board of Directors and Staff

President: Jen Estill

Vice President: Joshua Pugh

Treasurer: Julie Durham

Secretary: Jennifer Hinze

Member:

Nikki Thompson-Frazier

Member: Alexander Rusek

Member: Jesse Flores

Member: Keri Tomac

Member: Kris Klein

STAFF

Exec. Director: Cathleen Edgerly

CD Director: Kate Litwin

Marketing/Brand Specialist:

Jenea Markham

Marketing/Events Manager:

Mario Gonzales

Office Mgr: Audrey Brayton

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$9,179,872**

2024-25 Total  
Private Investment

**\$482,929,076**

Program to date



**\$12,898,910**

2024-25 Total  
Public Investment

**\$165,451,898**

Program to date



**29,220**

2024-25  
Volunteer  
Hours

**952,016**

Program to date



**93**

2024-25  
New  
Businesses

**2,126**

Program to date



**83**

2024-25  
Façade & Building  
Improvements

**3,017**

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



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

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