

# DOWNTOWN LANSING INC.

## 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!

2023 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



## 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

## 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



**DOWNTOWN  
LANSING INC.**

# 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!



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.



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.

## REINVESTMENT STATS 2021–2022

### PRIVATE INVESTMENT

**\$7,625,381**

Program to date: \$101,964,437



**31**

**Façade & Building Improvements**  
Program to date: 287



**11**

**New Businesses**  
Program to date: 91

## Community Profile

Downtown Lansing | 2022



Population

**113,428**



Households

**49,846**



Median HH Income

**\$45,902**



Median Age

**34.5 years**



Housing Units

**55,129**



90% Housing is occupied

46% Owner-occupied

45% Renter-occupied

## 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

	5 Minutes	10 Minutes	20 Minutes
Population	20,329	117,606	388,887
Households	9,382	50,228	140,215
Median HH Income	\$38,683	\$49,217	\$59,487

## 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

# 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 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

## Volunteer Connection



**2,853**  
Volunteer hours in 2021–2022



**24,513**  
Volunteer hours  
(Program to date)

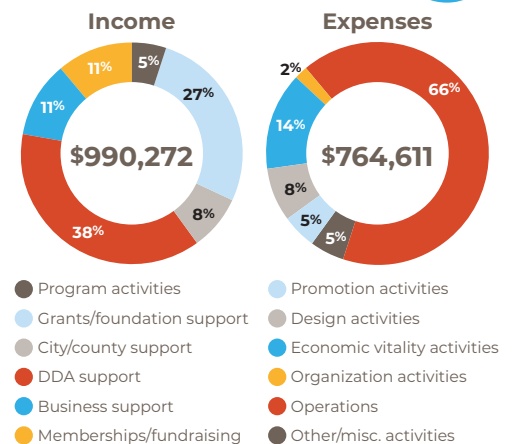


**\$80,883**  
Volunteer value in 2021–2022



**\$694,944**  
Volunteer value  
(Program to date)

## In the Numbers



# DOWNTOWN ALIVE

## 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



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!

"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

## Downtown Lansing's Board of Directors

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

Secretary: Trevor Benoit  
Past President, Member:  
J.V. Anderton


Member: Karl Dorshimer  
Member: Tamera Carter  
Member: Jennifer Hinze

# 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

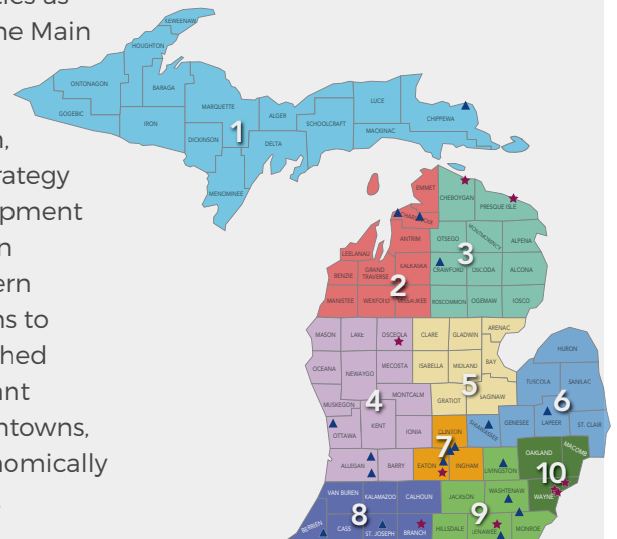
 **174**  
2021-22  
Façade & Building  
Improvements  
**2,673**  
Program to date



**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



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

★ Select Level ▲ Master Level

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