



Experience Michigan's Capital City

From riverfront adventures, local galleries, international cuisine, stadium fun, breweries, distilleries and more—discover the businesses and cultural hubs that make downtown Lansing a capital destination!

2021 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



State of DOWNTOWN

18 Blocks

73 First-floor storefronts

849 Residential units

47 Restaurants

19 Retail stores

20% Storefront vacancy rate

1.3% Property value increase

Downtown Lansing Main Street is making a real difference.

Downtown Lansing Inc. is a community connector, and solution creator—balancing the needs of our residents, businesses and visitors in the midst of a year that brought with it a global health crisis. Together with our partners, we are proud to foster pride and a strong sense of place, all while promoting the culture and sustainability of our city! We know Lansing will be stronger in future years as we all come together to Lift Up our local community.

Downtown's Goals

- Create a physical environment that supports a diverse and welcoming sense of place.
- Provide small business support services through cooperative partnerships and shared goals.
- Collaborating with the city, developers, investors, and businesses to target projects that align with DLI's overall long-term vision for the downtown district.



**DOWNTOWN
LANSING INC.**

TRANSFORMING LANSING'S DOWNTOWN



Creating a welcoming and comfortable atmosphere that serves both the needs of our residents and businesses is part of the Main Street difference—contributing to a strong sense of place for all who call downtown Lansing home!



Collaboration and creativity are the keys to building a community. DLI is proud to work with so many partners to reimagine how we all interact and engage with the downtown district through alleys, drive-in movies, outdoor performances and more.



The Lansing community came together to #LiftUpLocal businesses in a united movement that captured the hearts of an entire city!

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$4,161,945

Program to date: \$91,854,634



12

Façade & Building Improvements

Program to date: 226



5

New Businesses

Program to date: 75

Main Street is Helping Businesses Thrive

- Rent/mortgage support grants
- Small business counseling partnership
- Match on Main Covid-19 grant programs
- Pop-up spaces and programs
- “Lift Up” local campaign
- “Lansing has Heart” crowdfunding
- Marketing
- Business huddle
- Sign incentive program

“Through the promotions and ambassadorship of the DLI team and their relentlessly positive leadership, we’ve increased artwork sales for our Michigan artists and offered exciting new initiatives that offer increased access to art opportunities in our community!”

—Barb Whitney, Executive Director, Lansing Art Gallery & Education Center

Community Profile

Downtown Lansing | 2020



Population

118,955



Households

51,762



Median HH Income

\$43,906



Median Age

32 years



Housing Units

54,202



96% Housing is occupied

53% Owner-occupied

47% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	201,823	335,322	461,973
Households	83,331	139,850	189,612
Median HH Income	\$61,318	\$77,716	\$81,001

In-demand Businesses

Shopping & Retail

- Michigan-themed store
- General/variety store
- Bookstore
- Specialty gifts/goods
- Clothing store

Food & Drink

- Breakfast/brunch
- Brewery/brew pub
- Italian
- Healthy menu eatery

Connecting Community by Lifting Up Local

By building community and encouraging residents to “Lift Up” local businesses during these trying times, Downtown Lansing Inc. continues to serve as a community connector, creating opportunities and programming that connect residents with the businesses that serve them.



2019 Pulse of Downtown



- 63%** Visit downtown Lansing most often for dining
- 31%** Described recent trends in downtown Lansing as improving or making progress.
- 26%** Said the frequency of their visits to downtown Lansing increased during the past year.

Social Connection



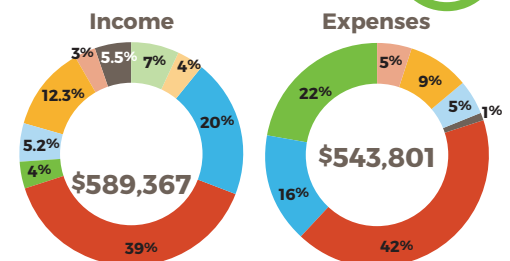
- 7,130+** Facebook Followers
- 9,525+** Instagram Followers
- 14,800+** Twitter Followers

Volunteer Connection



- 2,938** Volunteer hours in 2019-2020
- 18,065** Volunteer hours (Program to date)
- \$75,771** Volunteer value in 2019-2020
- \$465,896** Volunteer value (Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- PSD support
- Management contract fees
- Business support
- Memberships/fundraising
- Personal giving
- Other
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other
- Staffing

VOLUNTEER SPOTLIGHT

“Through my volunteerism with Downtown Lansing Inc., I’ve seen how hard they work everyday to keep downtown looking and feeling vibrant and thriving. DLI works extra hard to keep the community connected and engaged with local businesses—showing us all how a good team leads a city. Downtown Lansing Inc. is the true definition of leadership and community collaboration. This collaboration and engagement is so important to helping a community thrive, and this is why I love working with Downtown Lansing Inc.!”

—Ashlee Willis, Promotions Volunteer, Lansing Mosaic; Owner, Michigan Premier Events



DOWNTOWN ALIVE

Downtown Lansing Main Street Events 2019-20

7,885

Est. event attendance

- Downtown clean-up
- Expanded outdoor dining
- Drive-in movies
- Downtown Traffic Jam!
- Downtown music
- A Fresh Taste of Downtown
- ARTery Alley Pavement project



Outdoor patio spaces allowed added capacity and safe dining experiences.



Lansing has HEART! community clean-up



Newly named ARTery Alley brought together artists, drive-in movies, residents and businesses



Downtown Traffic Jam! pop-up experience combines local musicians, restaurants, and more in vacant spaces!

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade & Building Improvements

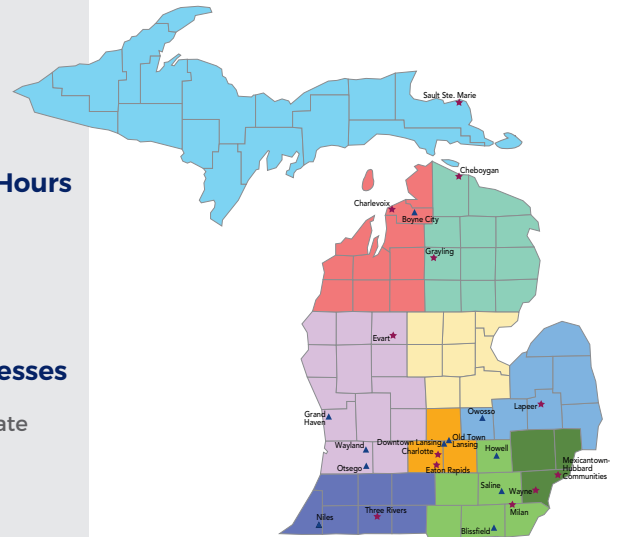
2,356

Program to date

"As we continue to navigate the long-term effects of Covid-19, social injustices, dramatically reduced numbers of daytime workers and visitors in Lansing—our volunteers, staff and board are working hard to shift and prioritize programming that meets both the interests and needs of our community—while working towards the long-term recovery and transformation of our downtown. That's the Main Street difference. That's downtown Lansing!"

—Cathleen Edergerly, Executive Director

Our Communities



★ Select Level ▲ Master Level



Downtown Lansing's Board of Directors

- President: JV Anderton
- Vice president: Christine Zarkovich
- Treasurer: Jim Tishler
- Secretary: Summer Schriener
- Member: Cara Nader
- Member: TJ Bucholz
- Past President: Karl Dorshimer