Explore Michigan’s capital city
From riverfront adventures, fine dining, local galleries, stadium fun and more—experience the business and cultural hubs that make downtown Lansing an entertaining destination!

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, the practicality of the workers, and adventures of the tourist—all in our state capitol! Together with our partners, we are proud to foster economic growth while developing a strong sense of place in a city that offers a carefully crafted mix of small town charm and big city economics: establishing downtown as a “first choice” destination for business owners, patrons and visitors who have all chosen the experience that IS Lansing!

Downtown’s Goals
• Create a physical environment that supports a diverse and welcoming sense of place.
• Support targeted business and residential development efforts aligned with DLI’s overall vision for the district.
• Build collaborative relationships that support and contribute to the alignment and achievement of shared goals.

State of DOWNTOWN

18 Blocks
73 First-floor storefronts
800 Residential units
44 Restaurants
13 Retail stores
16% Storefront vacancy rate
1.3% Property value increase

Certified Redevelopment Ready Community®
Master Level Main Street
TRANSFORMING LANSING’S DOWNTOWN

Creating a warm and welcoming atmosphere is part of the Main Street difference that makes downtown Lansing residents and businesses proud to call downtown Lansing home!

Expect the unexpected in downtown Lansing’s cultural and museum district attractions that inspire higher learning and cultural enrichment.

Downtown Lansing supports retail establishments that combine sophisticated style with a one-of-a-kind experience and premium customer service!

Main Street is Helping Businesses Thrive

- Sign incentive
- Small Business Counseling partnership
- Rental Assistance program (new)
- Façade assistance
- Match on Main funding
- Pop-ups
- Marketing
- Business huddle

“Downtown Lansing Inc. is giving the business owners hope. For the first time in years, I feel we have a team that cares about the merchants and our concerns. We hope to have a long relationship with the team at DLI.”

– Tammy Melser, Owner, The Peanut Shop

Community Profile

Downtown Lansing | 2019

| Population | 117,341 |
| Households  | 51,854  |
| Median HH Income | $43,906 |
| Median Age | 32 years |
| Housing Units | 54,373 |

95% Housing is occupied
53% Owner-occupied
45% Renter-occupied

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>203,477</td>
<td>329,517</td>
<td>452,759</td>
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<tr>
<td>Households</td>
<td>84,461</td>
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<td>$60,378</td>
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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 Residents with Businesses

Creating a sense of place while building community is a real treat in downtown Lansing! By offering outdoor spaces for the community to come together, Downtown Lansing Inc. is able to create opportunities and programming that connect residents with the businesses that serve them.

“Volunteering in our Main Street program has allowed me to become a much bigger part in shaping the look and feel of our downtown in ways I didn’t think possible. I truly feel that I’ve had a positive impact and helped design the experience of those who work, visit, and live in our downtown. Being the capital city also makes the experience that much more important to me!”

—Bob Rose, Design Volunteer, City of Lansing resident

2019 Pulse of Downtown

60% 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

Volunteer Connection

£55,366 Volunteer value in 2018–2019
£375,906 Volunteer value (Program to date)

In the Numbers

Income

Expenses

$680,000

$634,000

Program activities 10%
City/county support 14%
PSD support 8.7%
Memberships/fundraising 5.3%
Other (staffing) 62%

Promotion activities 7%
Design activities 5%
Organization activities 8%
Operations 6%
Other (staffing) 54%
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.

“The Main Street network provides a comprehensive approach to community building as well as creating a strong sense of place in downtown Lansing in a way that no other local, state or national program does. The on-going community engagement and relationship-building focus that DLI and Main Street offers to our businesses, residents, and other partners is an integral part of creating a successful future for our downtown and city.”
—Cathleen Edgerly, Executive Director

Our Communities

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