



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!

2020 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



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

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.



**DOWNTOWN
LANSING INC.**

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!

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$2,582,000

Program to date: \$87,692,689



5

Façade Improvements

Program to date: 41



5

New Businesses

Program to date: 70

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

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

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	203,477	329,517	452,759
Households	84,461	138,651	187,698
Median HH Income	\$60,378	\$75,711	\$78,636

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.



VOLUNTEER SPOTLIGHT

"Volunteering in our Main Street program has allowed me to become a much bigger part in shaping the look and feel of our downtown is 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



7,000+
Facebook Followers



8,260+
Instagram Followers



14,500+
Twitter Followers

Volunteer Connection



2,228
Volunteer hours in 2018-2019



15,127
Volunteer hours
(Program to date)

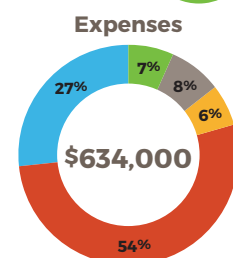
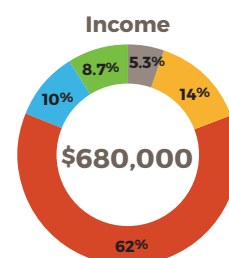


\$55,366
Volunteer value in 2018-2019



\$375,906
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Promotion activities
- City/county support
- Design activities
- PSD support
- Organization activities
- Memberships/fundraising
- Operations
- Other
- Other (staffing)

DOWNTOWN ALIVE

Downtown Lansing Main
Street Events 2018-19

140,703

Est. event attendance

- Silver Bells in the City
- Farmers Market
- Forks and Corks
- Taste of Downtown
- Be a Tourist in Your Own Town
- Trick or Treat on the Square



Kids having fun at "Trick-or-Treat on the Capitol Square"



Toasting to a taste of downtown Lansing



Volunteers awarded for shaping the future of their community



Festive storefronts attract residents and visitors downtown

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!



\$19,426,752

2018-19 Total Private Investment

\$306,022,126

Program to date



\$10,352,395

2018-19 Total Public Investment

\$99,427,926

Program to date



109

2018-19 New Businesses

1,408

Program to date



100

2018-19 Façade Improvements

1,388

Program to date



49,092

2018-19 Volunteer Hours

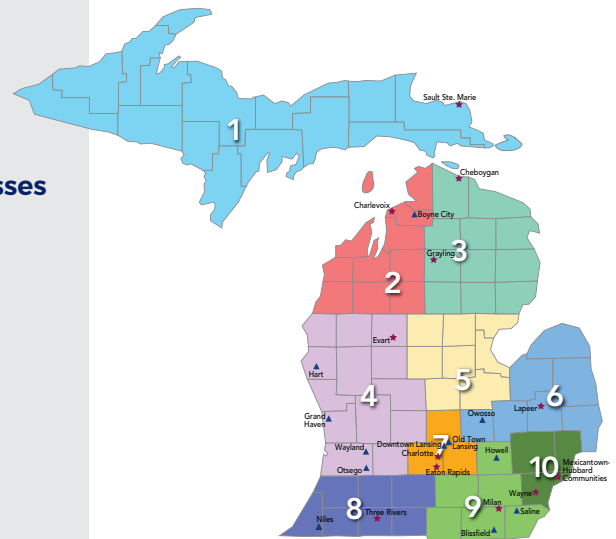
739,831

Program to date

"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



★ Select Level

▲ Master Level



Downtown Lansing's Board of Directors

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

www.miplace.org