Rebuild. Reimagine. Reenergize. In Downtown Lansing, we are not looking to get back to normal. Instead, we’re collaboratively rebuilding a downtown known for its culture, opportunities, and activity at all hours of the day and night—a downtown where we are proud of the opportunities and accessibility that it offers to all who call our city home. It’s not going to be easy. It’s not going to be fast. But with everybody working together, it is going to happen! Are you down with Downtown?!

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 come together to lift up our local community.

Downtown’s Goals

• Create small business support programming and funding to decrease vacancy rate from 30% to 10% in the next 18 months.

• Pursue proactive policy changes at all levels of government to address development strategies that are both efficient and effective that align with DLI’s long-term vision for the downtown district.

• Create a physical environment that supports a welcoming and diverse sense of place.
Despite a nation-wide pandemic, five new businesses opened their doors and made downtown Lansing their home. One beloved retailer even doubled their storefront and expanded their product line in 2021!

The AfterGlow Market created a cultural hub along Lansing’s riverfront with local vendors, food trucks, live music, and more to help the city glow through the night!

Following a tumultuous year for many businesses, Old Town, REO Town and Downtown joined forces to introduce social districts to the Lansing area. Social districts encourage residents to sip, shop, and stroll through their community year-round.

"When we decided to make an investment we checked lots of different places. Everybody was asking us “why downtown,” but we were asking them ‘why not?’ It was a challenge during these hard times, but we feel so blessed and grateful with all the support from our customers, and especially the Downtown Lansing Inc. team. We love being part of the downtown Lansing community!"

—Burcay Erenay Gunguler, Co-founder, Social Sloth Bakery

### 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>204,002</td>
<td>339,260</td>
<td>467,030</td>
</tr>
<tr>
<td>Households</td>
<td>82,162</td>
<td>138,049</td>
<td>187,067</td>
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<td>Median HH Income</td>
<td>$46,042</td>
<td>$78,034</td>
<td>$81,601</td>
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</table>

### 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
Block:Aid Connecting a Community and Lifting Up Local Businesses

This summer, Downtown Lansing Inc. partnered with Lansing 5:01 to provide aid for Lansing’s downtown district and local businesses. Lansing area residents danced through the streets, sipped on local drinks, shopped and grabbed a bite to eat while showing their love for Lansing-based businesses.

“DLI has been a home away from home for me. Even more so during the tough times we have had the last couple of years. My parents always taught me to give back. So whether you move somewhere new or have lived there for years, I encourage others to volunteer with their community and really get to know it. Because when you put yourself all into it, it always gives back! Downtown Lansing is a special place, and one where I know it is only going to keep getting better. Take time to spend downtown and let’s make sure we continue to thrive!”

—Guillermo Flores, Organization Volunteer and Downtown Champion

Downtown Lansing’s Board of Directors

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JV Anderton
Vice President:
Ashlee Willis
Treasurer:
James Tischler
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Member:
Trevor Benoit
Member:
Jen Estill
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Member:
Christine Zarkovich
Executive Director:
Cathleen Edgerly
Downtown Community Dev. Director:
Julie Reinhardt
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.

“At Downtown Lansing Inc., we see each and every day how the Main Street program and the work that we do brings community involvement to community development. When we work together with the people and places that make up our community, we all have a say in the fate and future of our downtown!”

—Cathleen Edgerly, Executive Director, Downtown Lansing Inc.

Real Impact.
The numbers prove it!

$26,646,354
2020–21 Total
Private Investment

$346,519,759
Program to date

$12,929,313
2020–21 Total
Public Investment

$128,919,620
Program to date

37,197
2020–21 Volunteer Hours

810,704
Program to date

127
2020–21 New Businesses

1,622
Program to date

143
2020–21 Façade & Building Improvements

2,499
Program to date

Our Communities