



# 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?!

2022 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



## State of DOWNTOWN

**18** Blocks

**73** First-floor storefronts

**987** Residential units

**43** Restaurants

**20** Retail stores

**31%** Storefront vacancy rate

## 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.



**DOWNTOWN  
LANSING INC.**

# TRANSFORMING LANSING'S DOWNTOWN



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.

## REINVESTMENT STATS 2020-2019

### PRIVATE INVESTMENT

**\$2,484,422**

Program to date: \$94,339,056

**30** Façade & Building Improvements  
Program to date: 256

**5** New Businesses  
Program to date: 80

## Community Profile

Downtown Lansing | 2021

Population  
**118,955**

Households  
**51,762**

Median HH Income  
**\$46,042**

Median Age  
**32 years**

Housing Units  
**54,202**

**96%** Housing is occupied  
**53%** Owner-occupied  
**47%** Renter-occupied

## 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
- Middle Village Retail Innovation Center
- Sign incentive program

"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

	5 Minutes	10 Minutes	20 Minutes
Population	204,002	339,260	467,030
Households	82,162	138,049	187,067
Median HH Income	\$46,042	\$78,034	\$81,601

## 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.



## VOLUNTEER SPOTLIGHT

"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



## Social Connection



**7,700+**  
Facebook Followers



**10,400+**  
Instagram Followers



**14,770+**  
Twitter Followers

## Volunteer Connection



**3,596**  
Volunteer hours in 2020–2021



**21,660**  
Volunteer hours  
(Program to date)

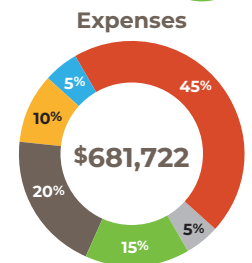
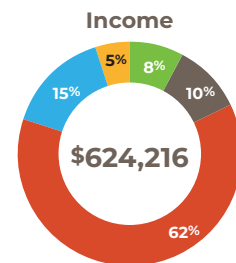


**\$96,840**  
Volunteer value in 2020–2021



**\$583,304**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- PSD support
- Memberships/fundraising
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other

## Downtown Lansing's Board of Directors

- |                                  |   |
|----------------------------------|---|
| President:<br>JV Anderton        | Member: Jen Estill                      |
| Vice President:<br>Ashlee Willis | Member:<br>Karl Dorshimer               |
| Treasurer:<br>James Tischler     | Member:<br>Christine Zarkovich          |
| Secretary:<br>Summer Schriener   | Executive Director:<br>Cathleen Edgerly |
| Member:<br>Trevor Benoit         | Dev. Director:<br>Julie Reinhardt       |

# DOWNTOWN ALIVE

Downtown Lansing Main Street Events 2020-21

# 14,326

Est. event attendance

- Winterfest
- Evening of Excellence
- Pop-up markets and performances
- Spring clean-up
- Block:Aid
- Lansing Alive!
- AfterGlow markets
- Lift Up Local Week
- Live Music Thursdays
- Carnival of Creatives



Winterfest: Embracing winter



Volunteers following the spring clean-up



Summer evenings were aglow each week at the AfterGlow markets!



Lifting up local and supporting local businesses

# 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

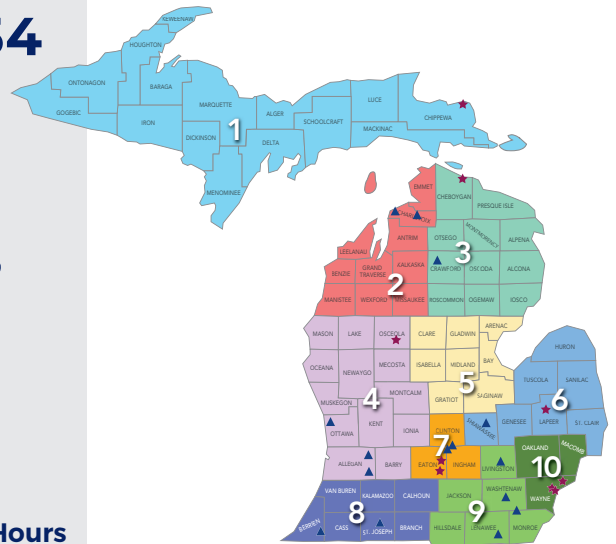
**127**  
2020-21 New Businesses

**1,622** Program to date

**143**  
2020-21 Façade & Building Improvements

**2,499** Program to date

## Our Communities



★ Select Level    ▲ Master Level



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