

DOWNTOWN LANSING



DOWNTOWN
LANSING INC.



2017

ANNUAL REPORT



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Director's Note

The Rise of Main Street

Not too many cities can say they have two Master Level Michigan Main Street communities or two nationally accredited Main Street programs through Main Street America, but Lansing now can.

In 2017, our downtown Lansing Main Street program became a Master Level Michigan Main Street community and joined our neighbor, Old Town, at this level.

Since downtown Lansing's designation year in 2012 as a Michigan Main Street, downtown has experienced more than \$73M in private investment, 59 new businesses, 33 façade improvements, 133 building rehabilitations, 69 public improvements and more than 10,000 volunteer hours logged.

The Board of Directors led our organization through the Main Street Refresh and developed new processes for strategic goal setting. Initiatives of our Design and Public Spaces committees uplifted the creativity, beauty and history of our community while our new vehicular wayfinding system helped

simplify a complex urban environment for residents and visitors. Forks and Corks made its debut to rave reviews. Plus, the Promotions Committee rolled out new destination branding to help downtown capitalize on its many visitor destinations and amenities. Four new downtown districts have been established to help simplify and strengthen the visitor experience: Capital Complex, Washington Square, Riverfront District and Stadium District.

One step at a time, we are working to strengthen our organization as we continue to revitalize the heart of our favorite place. We could not do it without our sponsors, partners, volunteers, small businesses, the City of Lansing or our community of supporters. Downtown Lansing Inc. is poised to make even greater contributions toward downtown Lansing's economic vitality in 2018. We thank you, Lansing, for being the reason we rise.



Mindy Biladeau

Mindy Biladeau,
Executive Director

Mission

Downtown Lansing Inc. is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment.

Our Community

We are downtown Lansing, and we are proud to be the capital of the great state of Michigan. From our downtown, we serve our friends and neighbors across the state, and represent the progress and momentum that will carry us all to realize our vision and our future.



We are downtown Lansing, and we are the business center of a vibrant region, filled with institutions of higher education and their students who embody real opportunity and bustling with business professionals who truly encapsulate productivity. Our streets are alive each day serving thousands of hard working people.

We are downtown Lansing, and we are nestled on the Grand River which runs directly through our downtown. On the banks of the Grand, opportunities abound, from museums and a convention center to our city market and riverfront dining, from biking to kayaking, from river view accommodations to access to more than 16 miles of trails, our river truly makes us naturally connected.

We are downtown Lansing, and we are the momentum of new energy and investment. We are the crack of the bat, the stadium side loft, and the cold drink with friends. We are a vibrant entertainment district that entertains families and provides a gathering place for all. We are home to coffee roasters, local breweries, and artisan distilleries. We are a place that is worth taking in.

WE ARE

the state capital.
a hub for business.
a center for education.
a natural escape.
a cultural center.
a place to meet.
an entertaining destination.

DOWNTOWN LANSING.



Board of Directors

Karl Dorshimer, *President*
Lansing Economic Area Partnership

Doug Johns Jr.,
Vice President
LDJ Leasing

JV Anderton, *Treasurer*
Loomis Law

Summer Schriener,
Secretary
Grace Boutique

Christine Zarkovich
Lansing Regional Chamber of Commerce

Tameko Richard
Juice Nation

Terry Carella
WMU-Cooley Law School

Cara Nader
Strange Matter Coffee Co.

Staff

Mindy Biladeau,
Executive Director

Layna Anderson,
Communications & Marketing Manager

Brittney Reiley/Holly Rosser,
Program Coordinator

Mj Haynes,
Adopt-a-Spot Coordinator

Committee Members

Design Committee

Bob Rose, *Chair*
City of Lansing

Cathy Babcock
Kositchek's

Ariana Gibbs
Karma Construction

Beth Kuiper
Kentwood Office Furniture

Bryan Lijewski
Michigan State Historic Preservation Office

Valerie Marchand
Mayor's Office-City of Lansing

Valerie Marvin
Capitol Historian

Debbie Mikula
Arts Council of Greater Lansing

Jamie Rytlewski
AF Group

Promotions Committee

Josh Holliday, *Chair*
Lansing Economic Area Partnership

Terry Carella
WMU-Cooley Law School

Maurica James
LEPFA

Dana Kromer
FOX 47

Danielle Lenz
EDGE Partnerships

Chad Munce
WLNS-TV 6

Jan Pfeiffer
GLCVB

Trent Smiley
CADL-Downtown Branch

Audrey Tipper
Community Advocate

Mary Beth Vandenburg
MSUFUCU

Organization Committee

Chris Lewis, *Chair*
Lansing Community College

JV Anderton
Loomis Law

Adam Bitely
Michigan Senate

Mark Buzzitta
CADL-Downtown Branch

Steve Hinkle
Comerica Bank

Matt Hund
LSJ

Lori Lanspeary
GLCVB

Stewart Powell
Linn & Owen Jewelers

BJ Puchala
BCBS of Michigan

Dominic Rios
Loomis Law

Economic Vitality

Christine Zarkovich, *Chair*
Lansing Regional Chamber of Commerce

Trevor Friedeberg
Michigan Economic Development Corporation

Brian Johnson
Marx Moda

Kelly King
American Red Cross

Tom Truscott
City of Lansing Historic Commission

Andy Wirostek
Wirostek Lighting

Public Spaces

Kellee Christensen, *Chair*
Lansing Board of Water & Light

Kristyn Blackmer
Michigan Economic Development Corporation

Christine Palmer
Michigan Economic Development Corporation

David Pierson
McClelland and Anderson

Annie Rzepecki
Lansing Board of Water & Light

Kristi Schwartzly
R.E. Olds Transportation Museum

Matt White
Capitol Facilities

Silver Bells in the City Coordinating Committee
Bob Bierwagen
State of Michigan-DTMB

Marshaun Blake
Lansing Fire Department

Roger Boettcher
Leavenworth Photographic

Kraig Britvec
Michigan State Police

Mark Buzzitta
CADL-Downtown Lansing

Michelle Coss
Michigan Fitness Foundation

Sgt. Leith Curtis
Lansing Police Department

Michael DeMartelaere
Comerica Bank

Steven Doty
State of Michigan-DTMB

Renee Morgan Freeman
City of Lansing

Gerald Keeder
State of Michigan-DTMB

Rich LaMay
City of Lansing, Public Service

Adam Lansdell
M3 Group

Danielle Lenz
EDGE Partnerships

Daryl Martin
Lansing City Market

Jenna Meyer
Meridian Entertainment

Heath Miller
State of Michigan-DTMB

Carol Munroe
City of Lansing, Parks & Recreation

Chris Rankin
State of Michigan-DTMB

Marty Riel
City of Lansing Property Management

Rodney Ross
State of Michigan-DTMB

Annie Rzepecki
Lansing Board of Water & Light

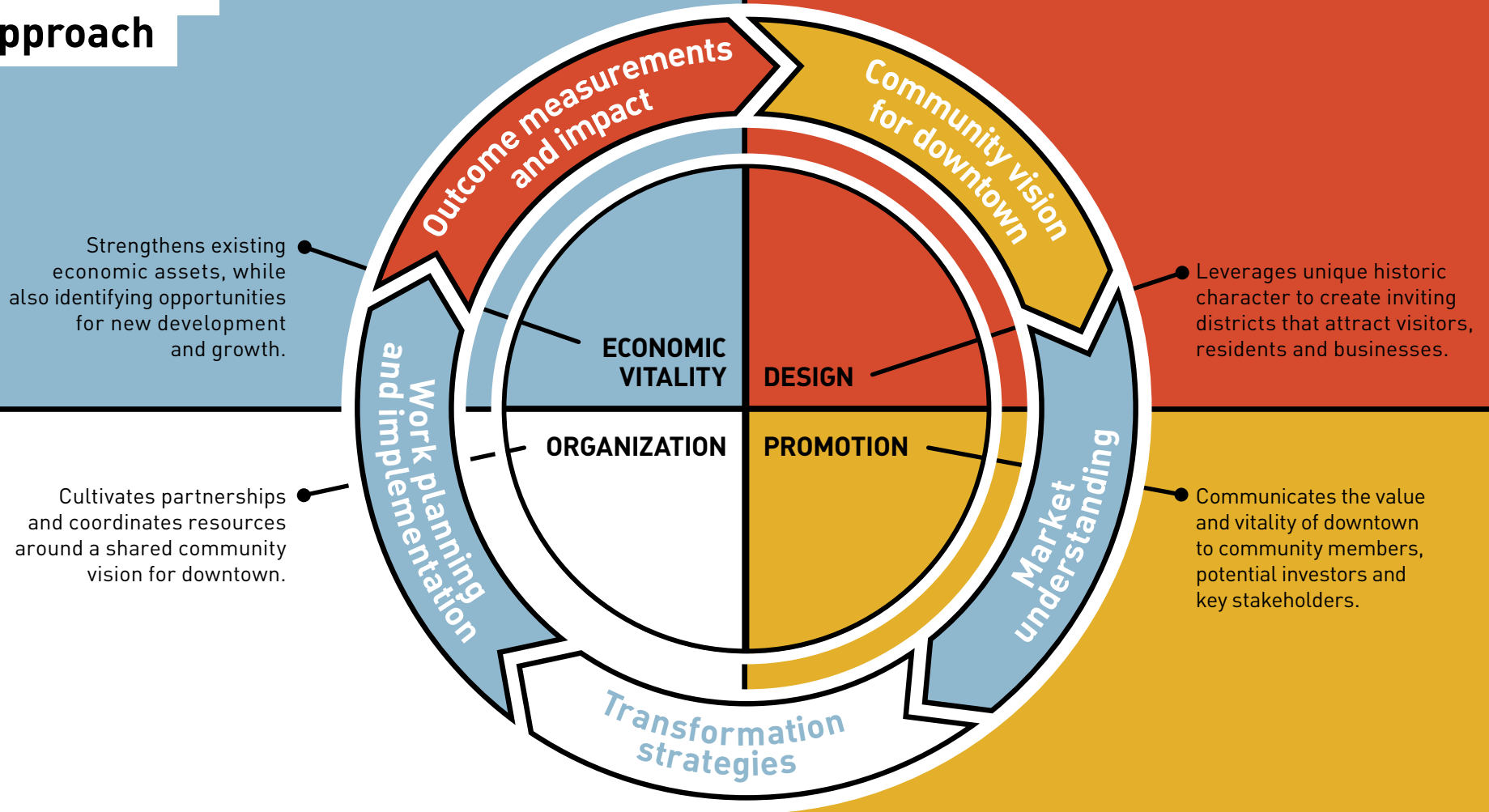
Steve Serkaian
Lansing Board of Water & Light

Mike Tobin
Lansing Fire Department

Matt White
Capitol Facilities

Laurel Winkel
LEPFA

Main Street Approach



Our Impact In 2017

Economic Vitality: Sense of Vibrancy

Market Study Update & Advanced Business Recruitment Training

Our Economic Vitality Committee partnered with Downtown Professionals Network and Michigan Main Street to complete an update of a Downtown Market Study from 2012 and went through Ready To Recruit training. The Economic Vitality Committee and staff now have the training and tools we need to strategically take a pro-active and more aggressive approach in diversifying downtown's business mix, by assisting property owners with filling vacant storefronts.

As part of this process, a Top Prospects Survey was conducted to get public input on what types of businesses people most desired to be in our downtown. More than four hundred people provided feedback and the most-desired businesses are a specialty grocer/deli, more full-service restaurants and a gifts and souvenirs/visitors store.

Design & Public Spaces: Sense of Place

Wayfinding

DLI partnered with the City of Lansing, Greater Lansing Convention & Visitors Bureau and the Lansing Entertainment & Public Facilities Authority to hire Corbin Design to conduct a wayfinding and signage analysis of downtown Lansing to evaluate the methods people use to navigate to and from downtown destinations. As a result of this analysis, it was recommended that downtown Lansing establish four new districts while reinforcing the existing REO Town and Old Town districts. To simplify and strengthen the visitor experience, four downtown districts have been designated: Capital Complex, Washington Square, Riverfront District and Stadium District. In fall of 2017, Phase I of the wayfinding system was installed. This included district gateway signs and signs for vehicular traffic. Phase II will be implemented in 2018 and will include pedestrian signage. In addition to implementing a wayfinding system and adding vehicular signs, a significant amount of sign clutter was removed from the public right-of-way. Our Design Committee was instrumental in this project.

Washington Square Hanging Baskets

This spring, 34 hanging flower baskets were installed on lamp poles along Washington Square. Each basket was 24 inches in diameter and overflowing with pink, yellow, white and green flowers. Businesses and organizations sponsored the baskets through our hanging basket sponsorship program. The Public Spaces committee plans to expend this program in 2018 to include the lamp poles on Michigan Ave. between Capitol Ave. and Pere Marquette. The total number of baskets will more than double.



**Promotion:
Sense of Community**

Launch of New Destination Branding

The Steering Committee unveiled downtown's new destination branding to a packed house of stakeholders and media this summer. Destination branding for downtown is important as cities compete with other places for people, resources and businesses. The new downtown branding included a new downtown logo, community brand statement and the designation of four districts within downtown Lansing: Capital Complex, Washington Square, Riverfront District and Stadium District. Each district has a distinct character, which is reflected in the branding. This initiative was led by a special Steering Committee of stakeholders, marketing experts and municipal branding expert Ben Muldrow from Arnett Muldrow under the direction of the Promotions Committee. More than 50 key stakeholders were engaged during this process. This project was funded by Michigan Main Street.

**Organization:
Sense of Ownership**

Master Level Main Street Community

Downtown Lansing Inc. successfully completed the Select Level of the Michigan Main Street Program in 2017, which was a five-year commitment, and is now a Master Level Main Street Community. There are only thirteen Master Level Main Street communities in the state.

Forks & Corks

This spring, the Promotions Committee launched Forks & Corks, an upscale evening of unparalleled food & wine pairings, showcasing wines from around the globe and culinary treats from the Lansing region's top dining spots. The event took place in the suites of Cooley Law School Stadium. After the event, we sent a survey to attendees and the responses were overwhelmingly positive. We also learned that 69% of attendees live in Lansing, East Lansing or Okemos. This is what some of the attendees had to say about the event:

- "Everyone was exceptionally nice!"*
- "I could vote for everyone! Everything was great!"*
- "Staff was great!"*
- "Excellent event—best "taste of" I've been to!"*
- "Outstanding pairings!"*

PSD Renewal & Assessment Increase of District A

Our board of directors worked with the city administration and City Council to renew the Principal Shopping District for another three years, FY18-FY20. In addition, the first rate increase for District A was passed at this time. This was the first assessment increase since the establishment of the district in 1996.



By The Numbers



Investment

Private Investment: **\$3,487,740**
Public Investment: **\$5,381,149**
Public Improvements: **20**
Façade & Exterior Renovations: **3**
Building Rehabilitations: **33**
Buildings Sold: **2**
New Businesses: **11**
Sidewalk Cafés: **27**



Volunteers

Volunteers: **800**
Volunteer Hours: **5,057**
Value **\$24.14/hr= \$122,076***



Social Networks

Twitter: **13,618 followers**
Facebook: **5,542 fans**
Instagram: **6,975 followers**
E-Newsletter: **3,000 subscribers**



Visitors

Visitors: **More than 1.3 Million**
Visitation by Attraction
Impression 5 Science Center: **162,860**
Lansing Lugnuts Games: **311,000**
Lansing Center: **266,402**
Michigan History Center: **94,450**
State Capitol Building: **200,000**
R.E. Olds Transportation Museum: **14,000**
Riverwalk Theatre: **9,138**
CADL-Downtown Branch: **148,184**



Annual Special Events

Capital City Film Festival: **7,500**
Be A Tourist in Your Own Town: **12,000**
Common Ground Music Festival: **50,000**
Taste of Downtown: **1,500**
R.E. Olds Car Capital Celebration: **4,000**
Capital City River Run: **2,853**
BWL Chili Cook-Off: **6,000**
Trick-or-Treat on the Square: **8,500**
Silver Bells in the City: **50,000**
Cooley Law School Stadium Events: **30,000**



Old Town District Grants

Arts Council of Greater Lansing: **\$2,000**
Arts Night Out
Michigan Institute for Contemporary Art: **\$2,000**
Jazzfest and Michigan Bluesfest
Old Town Commercial Association: **\$18,000**
Year-Round Trash Removal
Hanging baskets and maintenance
Holiday decorations
Busby Garden maintenance



Maintenance

Year-round trash removal: **128,000 pounds**
Salt: **156 tons**
Snow Removal: **6 miles of sidewalks**
Mulch: **149 yards**
Doggie Bag Containers: **10,000 bags**



Events & Programs

Adopt-a-Spot Program
Bridge Flower Boxes
Capital City Clean Sweep
Capitol Lawn Movie Nights
Downtown Lansing Food Fight
Downtown Student Welcome
Forks & Corks
Hanging Basket Program
Holiday TV Co-Op Ad Campaign
Light the City
Monthly Downtown Business Huddles
Monthly Website Ads
Ribbon Cuttings
Seasonal Decorations
Sidewalk Café Furniture Grant Program
Sign Grant Program
Summer History Walking Tours
Taste of Downtown
Trick-or-Treat on the Square
Vacant Storefront Signs



33rd Annual Silver Bells in the City

Attendance: More than 50,000
Live television audience: more than 25,000
Electric Light Parade: 75 units
State Christmas Tree: 9,500 LED lights
Village vendors: 20
Fireworks: 500 shells
Sponsors: 68

Media & Web Presence

Promotional videos: 38,000 Facebook views
Facebook: 390,000 impressions
Twitter: 110,000 impressions
Snapchat filter: 245,500 views
Silverbellsinthecity.org: 57,100 visits,
49,610 unique visitors, 80,700 page views
Traditional earned media: \$15,000 value

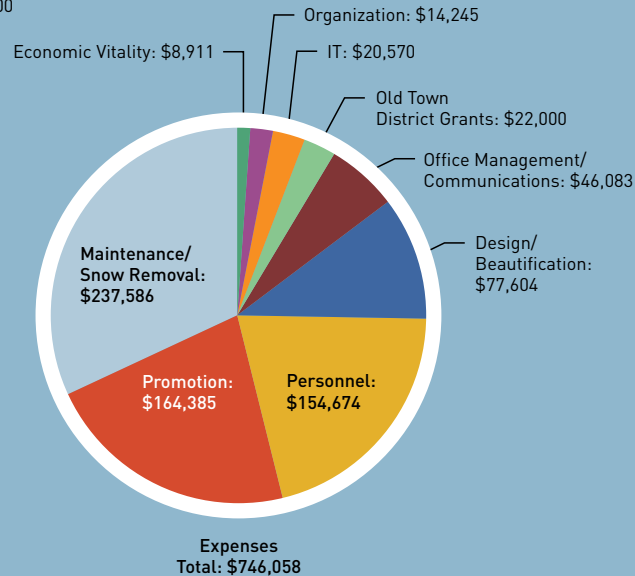
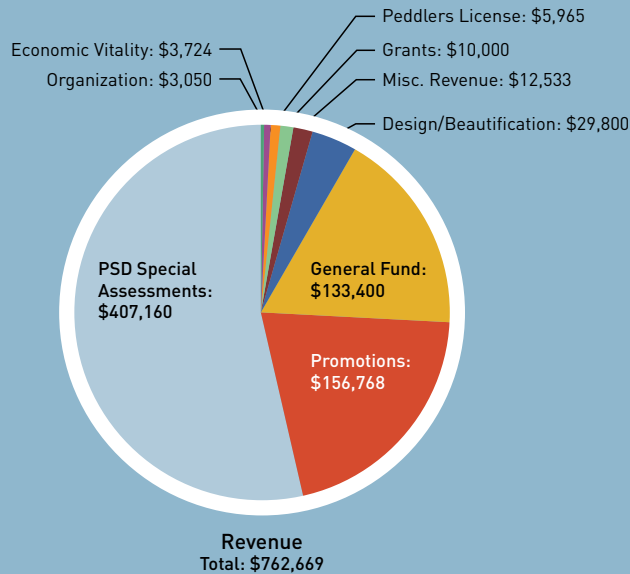
Light the City & Deck the Halls

Rooftops lights: 130 buildings,
15,000 linear feet of wiring, and 85,000 lamps
Wreaths: 50
Lamp pole banners: 200
Lamp pole bows: 200
Fresh garland: 3,320 feet
Michigan Ave. trees: 4,950 lights
Traffic circle ornaments: 4
Façade lighting: 10 buildings
Brunch with Santa: 500 attendees
Silver Bells 5K: 600 participants

FY17 Financials

(July 1, 2016-June 30, 2017)

Downtown Lansing Inc. continues to allocate funds and priorities specifically for each committee (Design, Promotions, Economic Vitality, Organization and Public Spaces) for projects, events and programming throughout the year. DLI continues to increase revenues through sponsorships, special events and grants. Total revenues for FY17 were \$762,669 and total expenditures were \$746,058, a difference of \$16,611, which was added to our fund balance. The majority of the funds that were added to our fund balance were restricted funds, \$14,437, that will be spent in FY18 for re-planting the N. Washington Square rain gardens, the planting of twenty-three new trees and stump grinding.



Awards & Milestones

Businesses & Organizations

Greater Lansing Convention & Visitors Bureau named Best CVB by the Michigan Society of Association Executives

Zoup! Top 5 store in sales out of 90 restaurants throughout the country

Lansing Lugnuts General Manager, Nick Grueser, named Midwest League's Executive of the Year

Nuthouse Sports Grill named one of Michigan's 10 Best Sports Bars by bestthingsmi.com

Traction! won 19 ADDY Awards presented by the Mid-Michigan Creative Alliance

Downtown Lansing Inc.

Best Promotions & Marketing Project Program: Destination Branding: Michigan Downtown Association

Main Street America Accredited Program: Main Street America

Mindy Biladeau, Executive Director, 2017 Newsmaker of the Year: Greater Lansing Business Monthly



City Pulse Top of the Town Awards

- American 5th Spirits
- Coldwall Banker Hubbel Briarwood
- Foster Swift Collins & Smith
- Impression 5 Science Center
- Jammin DJ's
- Jersey Giant
- Jude's Barbershop
- Lansing Art Gallery
- Lansing Brewing Co.
- Lansing Lugnuts
- Lou & Harry's
- MSUFCU
- Nuthouse Sports Grill
- Riverfront Cycle
- Riverwalk Theatre
- Roma Bakery
- The Outfield Lofts
- Waterfront Bar & Grill



Anniversaries

- 5th**
 - Grand Traverse Pie Co.
 - La Fille Gallery
 - Taps 25
- 20th**
 - Nuthouse Sports Grill
- 30th**
 - Radisson
 - Lansing Center
- 45th**
 - Impression 5 Science Center
- 100th**
 - Linn & Owen Jewelers
- 105th**
 - Lansing Regional Chamber of Commerce
- 152nd**
 - Kositchek's

2017 Sponsors & Partners

- | | | | | |
|------------------------------------|---------------------------------------|---|--|---|
| Acuitas, LLC | Dickinson Wright PLLC | Lake State Landscaping & Snow Removal | Michigan Association of Counties | Render Studios |
| Adams Outdoor | Dusty's Cellar | Lake Trust Credit Union | Michigan Economic Development Corporation | R.E. Olds Foundation |
| AF Group | EDGE Partnerships | Lansing Art Gallery | Michigan Education Trust | R.E. Olds Transportation Museum |
| American Fifth Spirits | EnVie | Lansing Brewing Company | Michigan Fitness Foundation | Riverwalk Theatre |
| Arendsen Jewelers | Exchange | Lansing Board of Water and Light | Michigan Institute for Contemporary Art | Shaheen Chevrolet |
| Arts Council of Greater Lansing | Eyde Company | Lansing Central United Methodist Church | Michigan State Capitol Commission | Small Business Association of Michigan |
| Auto-Owners Insurance | Flex City Fitness | Lansing Community College | Michigan State Police | Spartan Motors |
| Beggar's Banquet | For Crepe Sake | Lansing Derby Vixens | Michigan Veterans Affairs Agency | Sparrow Medical Supply |
| Blue Cross Blue Shield of Michigan | Foster Swift Collins and Smith | Lansing Economic Area Partnership | Midtown Brewing Company | Smith Floral |
| Blue Care Network | FOX 47 | Lansing Entertainment and Public Facilities Authority | MSUFCU | Sohn Linen |
| Bowdie's Chophouse | Gilbert Chocolates | Lansing Fire Department | National Electrical Contractors Association (Michigan Chapter) | Sound EFX |
| BRD Printing | Gillespie Group | Lansing Lugnuts | Northside Service Inc. | State of Michigan-DTMB |
| Bridge Street Social | Glazed & Confused Bakery | Lansing Police Department | Nuthouse Sports Grill | Strange Matter Coffee Co. |
| Capital Area District Libraries | Grand Traverse Pie Co. | Lansing Public Media Chamber of Commerce | Old Town Commercial Association | St. Paul's Episcopal Church |
| Capital Imaging | Granger | Lansing Regional Chamber of Commerce | Parking Office-City of Lansing | The Bistro |
| Capitol City Grille | Great Lakes Wine & Spirits | Lansing State Journal | Peanut Shop | Taps 25 |
| Capitol City Scoop | Greater Lansing CVB | Lexus of Lansing | Peckham Footprints | Tin Can |
| CASE Credit Union | Go Green Trikes, LLC | Linn & Owen Jewelers | Playmakers | The Gillespie Company |
| CATA | Henry A. Fox Sales | Lisa Babcock Law | Planned Parenthood Advocates of Michigan | The Perrone Lewis Group of Morgan Stanley |
| Chris & Louise Holman Foundation | Historical Society of Greater Lansing | L.O. Eye Care | Public Sector Consultants | The Plant Professionals |
| CiesaDesign | Hi-Ball Crane of Lansing | Loomis Law | Radisson | The Robin Theatre |
| City of Lansing CART | i92.9 FM-Lansing's New Hits | Marshall Music | Red Cedar Wild Ones | The State Room |
| City of Lansing | IBEW Local #665 | McLaren Greater Lansing M3 Group | Red Haven | Tavern + Tap |
| Cleat's Bar & Grille | Independent Bank | MGROW | | Tetra Tech |
| Comerica Bank | lorio's Gelateria | McClelland & Anderson Meijer | | Triterra |
| Commercial Blueprint | Insty-Prints Downtown | Message Makers | | Troppo |
| Cottage Inn Pizza | Impression 5 Science Center | Michigan Association of Broadcasters | | Wal-Mart |
| Craig Corey Vacations | Jackson National | | | Whipped |
| Dan Henry | J&H Family Stores (Trowbridge) | | | WMU-Cooley Law School |
| Davenport University | Juice Nation | | | WLNS-TV 6 |
| DC Engineering | Kositchek's | | | Young Brothers & Daley |
| Dean Trailways | La Fille Gallery | | | YMCA Downtown |
| Delta Dental | LaFCU | | | Wellness Center |
| Delux Tents & Events | | | | Zoup! |
| Dewpoint | | | | 97.5 NOW FM |



DOWNTOWN
LANSING INC.

“Main Street brings preservation
and progress together.”
–A. McDonald

