



THE COMFORT ZONE
CHAIR LOUNGE & BISTRO

2023 Annual Report



**Lansing Economic
Development Corporation**



Andy Schor
Mayor, City of Lansing



**Lansing Economic
Development Corporation**



Andy Schor, Mayor



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A Message From Our President & CEO

Welcome to the 2023 Annual Report of the Lansing Economic Development Corporation! This year, we're not only excited to share our accomplishments but also celebrate a new chapter in our own story – our return to the historic Arbaugh Building downtown. The Arbaugh's transformation, from a department store in the first half of the 20th century, to a state office building in the second half, to a vibrant mixed-use space in 2023, mirrors our own dedication to Lansing's evolution. Just as the building adapted to meet changing needs, the Lansing EDC has continuously refined its approach to economic development.



1905-1914



1915-1973



1974 - 2003



2004 - Present

In 2023, we embarked on a strategic rebranding, solidifying our vision: a thriving Lansing where everyone prospers. Our mission remains clear: to foster strategic, sustainable, and equitable economic growth for Lansing. We achieve our mission by focusing on three areas:

- Attracting, retaining, and growing businesses in Lansing.
- Assisting with the redevelopment of obsolete, vacant, and blighted properties.
- Increasing economic opportunities that benefit Lansing's underserved communities.

By focusing on these core areas, the Lansing EDC was able to achieve strong results in 2023. This success wouldn't be possible without our talented staff, our diverse Board of Directors, and the leadership of Mayor Andy Schor. I extend my deepest gratitude to Calvin Jones for his exemplary service as Board Chair in 2023, and warmly welcome Shelly Davis Boyd as she takes over as Board Chair in 2024.



We are incredibly proud of the work we do for Lansing and invite you to explore the many ways we're contributing to a stronger, more equitable future for our city. Please take some time to delve into this report. We're confident you'll be impressed!

Sincerely,

Karl Dorshimer



Linking Business and Community

No one knows the City of Lansing better than the Lansing EDC. Look behind the scenes of many key economic drivers of the last four and a half decades and you will find the Lansing EDC tirelessly cultivating partnerships, seeking opportunities, building strategies, and leading campaigns all to positively impact the growth, landscape and people of the City of Lansing.

2023 Impact



13 projects
supported



\$29,285,000
private investment



200 jobs
retained



345 units
of new housing



50 businesses
assisted by LEED



19 façades
improved

Lansing Equitable Economic Development Initiative

The LEED Initiative equips BIPOC (Black, Indigenous, People of Color) entrepreneurs with financial resources and technical assistance to build strong successful businesses, increase the number of BIPOC-led real estate development projects, and spur investment in underserved communities. LEED consists of five programs:

- The Empower Program
- Enhanced One & All Grants
- Developer Diversification
- Enhance Grants
- Targeted Redevelopment



Empower Program Graduation

Corridor Improvement Authorities (CIAs)

Lansing has four CIAs throughout the city to focus special redevelopment efforts on older commercial and retail properties. The four CIAs are the Michigan Avenue CIA, the Saginaw Street CIA, the Lansing Gateway CIA, and the South MLK CIA.

Façade Improvement Program

The City of Lansing's Façade Improvement program provides design assistance and a 50% matching grant for the redevelopment and improvement of exterior commercial façades throughout Lansing.

About Lansing



112,986
population



50,137
households



60,805
workforce



32.9
median age



39.8%
associates
degree or
higher



\$50,747
median
household
income

Source: 2022 American Community Survey 5-year estimates

Who We Are

Established in 1976, the Lansing EDC is a nonprofit organization focused exclusively on economic development in the city of Lansing. We're a team of skilled professionals united by our mission to serve Lansing by fostering economic growth that is strategic, sustainable, and equitable.

The Lansing EDC is also the **Lansing Brownfield Redevelopment Authority** (Lansing BRA) and the **Lansing Tax Increment Financing Authority** (Lansing TIFA). The Lansing BRA was created by the City of Lansing in 1997 to use tax increment financing, grants, and loans to redevelop blighted, contaminated or functionally obsolete properties in Lansing. The Lansing TIFA was created by the City of Lansing in 1981, to use tax increment financing to finance public infrastructure and assets in downtown Lansing.

The Lansing EDC's expertise and passion have translated into successful partnerships and impactful programs. Coupled with the tools of the Lansing BRA and TIFA, the Lansing EDC's efforts have led to tangible improvements throughout the city, from stronger local businesses to enhanced entrepreneurship opportunities for Lansing residents.



Top from left: Brandy Standler, Karl Dorshimer, Aurelius Christian, Kris Klein, Alex Watkins. Bottom from left: Kahleea Washington, Chelsea Dowler

Board of Directors



Shelley Davis Boyd
Chair
Chief Strategy Officer
M3 Group



Calvin Jones
Vice-Chair
Director, Government &
Community Relations
Lansing Board of Water & Light



Alane Laws-Barker, MD, MBA
Secretary
OB/GYN, University of Michigan
Health-Sparrow
Melanated Business Alliance



Catherine Rathbun
Treasurer
Project Manager, MDHHS-Division of
Immunization - Michigan Care
Improvement Registry



Chaz Carillo
Insurance Agent
David Chapman Agency



Rawley Van Fossen
Director, Economic & Planning
City of Lansing



Sandra Lupien
Director, MassTimber@MSU
Michigan State University



Michael McKissic
Mikey 23 Foundation



Jordan Sutton, MBA, J.D., LL.M
Director of Operations and Client Services
Suttons Advisors, PLC



Lansing Equitable Economic Development Initiative

In 2021, the Jobs and Economic Development Workgroup of Lansing Mayor Andy Schor's Racial Justice and Equity Alliance (MRJEA) identified the critical need to ensure Lansing's BIPOC (Black, Indigenous, People of Color) populations have the tools, opportunities, and access to expertise, resources, and training needed to start and sustain successful businesses, and to participate in the economic development process.

To address these findings, the Lansing EDC developed the Lansing Equitable Economic Development (LEED) Initiative using funds secured by the American Rescue Plan Act of 2021 (ARPA). The LEED Initiative was designed to equip BIPOC entrepreneurs with financial resources and technical assistance to build strong successful businesses, increase the number of BIPOC-led real estate development projects, and spur investment in underserved communities.

The LEED Initiative focuses on two areas: small business development and real estate development. Within these two focus areas, the LEED Initiative takes a two-pronged approach to catalyzing equitable economic development through technical assistance and financial assistance.

Overall, the LEED Initiative is comprised of 5 components:

1. Developer Diversification
2. Targeted Redevelopment
3. Enhanced One & All Grants
4. Enhance Grants
5. The Empower Program

Developer Diversification

The Lansing EDC has served for decades as a bridge between the public and private sector to foster economic growth through real estate development. A core aim of the LEED Initiative is to expand and diversify those completing real estate development projects in the city of Lansing. To achieve this aim, the Lansing EDC is devising a technical assistance training program to equip BIPOC developers with the knowledge and professional relationships necessary to successfully navigate the real estate development process. Over the course of 2023, the Lansing EDC team met with organizations implementing similar programming throughout the nation as well as emerging BIPOC developers to gather insight to inform the development of the program. The Lansing EDC looks forward to launching the Developer Diversification Program in 2024 and empowering a new pool of developers in the city of Lansing.

Targeted Redevelopment

The Targeted Redevelopment Program will attract and make strategic investments in real estate projects that have an impact in key geographic areas throughout the city of Lansing. This program will be critical in spurring economic activity in areas where it is difficult to attract private investment. The Lansing EDC team is in the process of crafting the program to launch in 2024.



LEED Initiative

Enhanced One & All

In order to provide financial support to small businesses, the Lansing EDC provided 40 grants in the amount of \$2,500 each to the graduates of the Lansing Economic Area Partnership One & All Program that are operating in the city of Lansing. This much needed funding is helping to sustain and expand these small businesses in the city of Lansing.

Enhance Grants

Access to capital is critical to the success of small businesses, especially BIPOC-owned businesses who have faced barriers in obtaining funding historically. The Lansing EDC is designing the Enhance Grants program to provide BIPOC-owned businesses with the funding resources necessary to sustain and grow their business operations in Lansing.

Empower Program

The Lansing EDC launched the inaugural cohort of the Empower Program in 2023. The Empower Program is a 6-month program that provides a cohort of business owners a team of dedicated project managers, consultants, and business specialists to create and implement an individualized business development plan.

Business owners also participate in bi-weekly in-person training sessions around business strategy, marketing, establishing systems and automation to scale their operations, and other topics. Participants have received photography services to develop marketing and promotional materials, human resource consulting to develop staffing strategies and systems, financial management consulting, and a host of other technical assistance free of charge.



"I am just overwhelmed with knowledge, joy, and empowerment to move forward in ways I could not have imagined 6 months ago."

Ajaunta Turner, Owner, Key Concepts Consulting

2023 Empower Program Cohort



Ajaunta Turner
Key Concepts Consulting



Kiyauna Chappell
Truforever



Justin Christian
Top Shelf Party Rentals



Erica Lynn
Merica Media Group



Deanna Brown
Everything is Cheesecake



Shebeeka Hughes
Cocobella Boutique



Nikki Thompson-Frazier
Sweet Encounter Bakery



Tiffany Norde
Dancing with the Norde's



Eva Thompson
JEM Cleaning



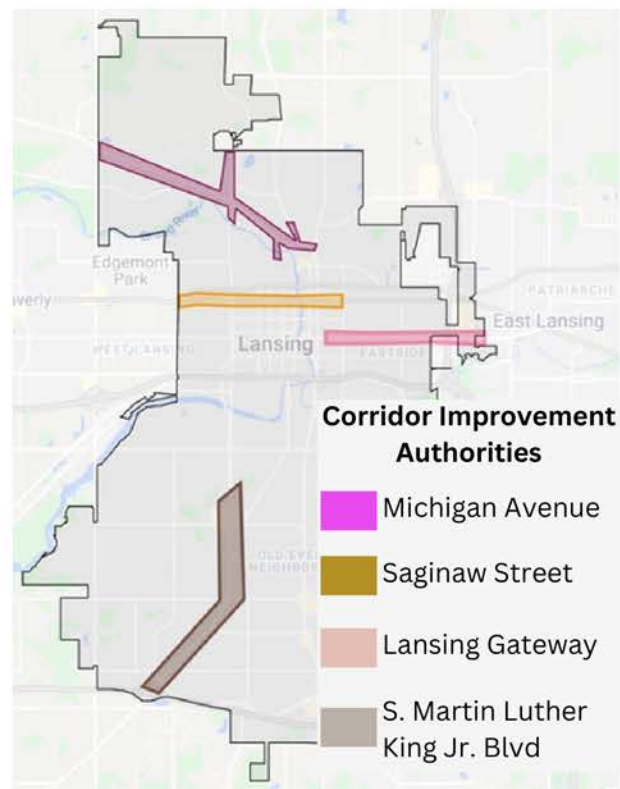
Sirpenia Stewart
Peace Connection

Corridor Improvement Authorities

The Corridor Improvement Authority Act allows cities, villages, and townships to create corridor improvement authorities (CIA) to correct and prevent physical and economic deterioration in business districts.

Each CIA creates a development plan outlining improvements to public or private properties that will prevent further deterioration and encourage new investment. These plans may be funded by grants, donations, and tax increment financing.

The City of Lansing has established four CIAs that are focused on planning and implementing specific projects to reinvigorate key corridors throughout the city. Each CIA is governed by residents and businesses within its respective corridor district. The Lansing EDC provides staff support to assist each CIA with creating and implementing its own unique development plan.



Saginaw Street CIA

The Saginaw Street Corridor Improvement Authority (SSCIA) is making strides on multiple fronts. Their marketing and outreach program is attracting interest from businesses along the corridor, with many people attending monthly meetings and expressing interest in board membership. To further engage the community, the CIA established a communications and marketing subcommittee with board members and local residents. Additionally, a beautification project launched in fall 2023 is expected to be complete in 2024.

Lansing Gateway CIA

The Lansing Gateway Corridor Improvement Authority is making significant progress on its Development and Tax Increment Finance Plan. To accelerate this process, the Lansing EDC brought on a talented Community Development Fellow, Kahleea Washington, through the CEDAM fellowship program. Kahleea joined the Lansing EDC in May 2023 and has been instrumental in working with the CIA Board. Together, they're on track to finalize and gain approval for the plan in 2024.

Michigan Avenue CIA

The Michigan Avenue Corridor Improvement Authority (MACIA) is leading the rebranding effort to position Michigan Avenue as "The Avenue," making it a safe and welcoming destination for pedestrians and visitors. The CIA created a website (www.dotheavenue.com) packed with news, information, and discount coupons to help businesses thrive during a lengthy street redesign. MACIA also provided promotional products to support the Red Cedar Social District.

S. Martin Luther King CIA

The S. Martin Luther King Corridor Improvement Authority (SMLKCIA) is tackling safety and beautification on the corridor. They're collaborating with vendors and local organizations to implement a traffic safety program and encourage pedestrian activity, aiming to reduce accidents and create a more walkable corridor. The CIA is partnering with the Capital Area Transportation Authority (CATA), leveraging a federal Thriving Communities Grant, to improve and install four bus shelters with murals. Additionally, the CIA is collaborating with the city to redevelop vacant properties and is working with businesses to navigate facade improvement grants to enhance the curb appeal of buildings along S. MLK. The CIA has also played a key role in the redevelopment strategy for the Logan Square shopping center.



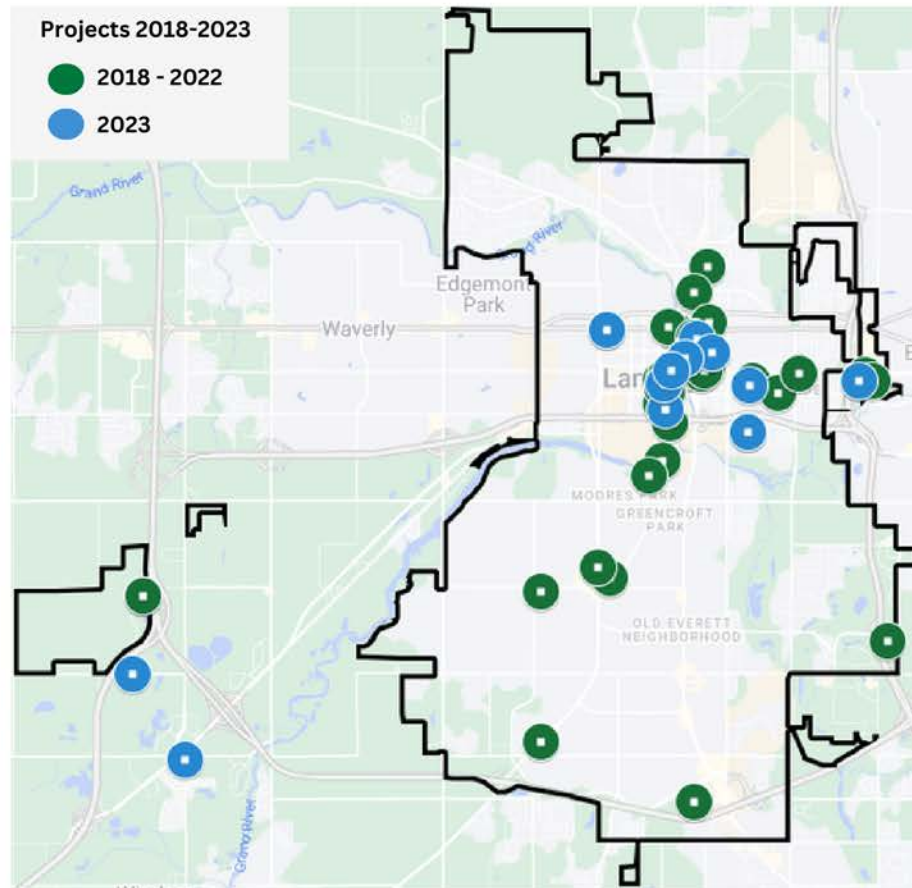
Development Projects

All projects start out as a plan, idea, or strategy. With the help of the Lansing EDC staff, plans, ideas, and strategies become solid prospects that flourish into economic development projects. By working with our local and state partners, the Lansing EDC staff identifies potential financial tools or incentives that can help the project overcome economic obstacles. Lansing EDC staff then assist prospects through the approval process.

Once the project starts, the Lansing EDC monitors its progress and continues to assist as opportunities arise. Upon project completion the Lansing EDC audits the projects to ensure that commitments and promises made to the City have been met and the project is a success for both private and public stakeholders.

In 2023, the Lansing EDC supported 13 development projects: three projects were approved; three projects started construction; and seven projects were completed. These projects will have a huge impact on the city of Lansing, creating and retaining jobs, adding housing units, securing public improvements, and providing retail space for Lansing businesses.





		2023	2018-2023
	Projects Approved	3	58
	Approved Projects Private Investment	\$29,985,000	\$3,845,278,725
	Approved Projects Jobs Impacted	200	3,549
	Completed Housing Units	345	1,175

Approved Projects

230 S. Holmes Street

Originally built in 1925, this former church building is getting new life following a devastating fire in 2019 that left the interior completely gutted. Unity Apartments is a \$640,000 adaptive reuse project that will preserve the character of this brick building that has been a part of the Eastside neighborhood for nearly a century, while creating six new income-attainable housing units including one ADA accessible unit.



Consumers Energy Service Center

The new Consumers regional utility service center will support office and field crew in the delivery of safe, reliable, and affordable electric and natural gas services to the greater Lansing area. The new service center will focus on improving response times in the event of a storm outage by relocating to a site in Dimondale that is adjacent to an expressway. Through an agreement between Windsor Township and the City of Lansing, the new site will receive access to necessary utilities and services while retaining current employees and maintaining tax revenues to the City of Lansing. Once built, the new service center will replace the current Lansing location on Willow Street. The location of the Willow Street site along the riverfront and its access to other amenities such as several parks, the river trail, and Old Town increases its desirability and development potential. Over the next several years, Consumers Energy, the City of Lansing, and other community stakeholders will work together on redevelopment opportunities for the decommissioned Willow Site.

505 & 507 E. Shiawassee Street

This rehab project in the Stadium District includes the interior demolition and renovation of two connected buildings to accommodate two recently opened ground floor commercial tenants - Tiny Bit of Wood and Sparrow Bloom - and three apartment units on the second floor. Also included are façade improvements and the replacement of public sidewalks along E. Shiawassee Street. Project investment is approximately \$1.75 million.



Projects Underway

Ultium Cells/General Motors

The Lansing EDC has a long history of working with GM starting with the Lansing Grand River LGR Assembly Plant in downtown Lansing, which led to the Lansing Delta Township Assembly Plant (LDT). This plant builds the Buick Enclave and Chevrolet Traverse, and employs three thousand workers with a recent annual payroll over \$200 million. More recently, GM in partnership with Ultium Cells LLC, and LG Energy brought another great opportunity to the City and Township. GM and Ultium are now building a 2.5 million square foot facility adjacent to the LDT Plant to manufacture Electric Vehicle Batteries for use in Electric Powered Vehicles. Ultium will invest \$2.5 billion to construct the facility that will be completed in 1 to 2 years. Employment work will ramp up over several years and is expected to generate 1,700 jobs at an average yearly wage of \$46,000.

Neogen

Neogen is currently building a new 175,000 square foot, \$70 million three story building. When finished, this project will create up to 100 new jobs, adding to their 600 plus employees in Lansing. Located on E. Shiawassee Street, the site is adjacent to a railroad track and in an area with a long history of industrial use. The Lansing BRA used it's Brownfield Revolving Fund to conduct an environmental assessment of the site and discovered numerous contaminants in the soil. Additionally, several existing structures on the site needed to be demolished. The brownfield costs were estimated to be \$5 million, making the expansion economically challenging for Neogen. The City and the Lansing EDC were able to make the project feasible with the use of brownfield financing, continuing a years-long mutually beneficial partnership between the City and Neogen.



Stadium North Lofts/Senior Lofts

The Lansing EDC secured a \$1 million Brownfield Redevelopment Grant from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) to address environmental contamination at the future site of Stadium North Lofts and Stadium North Senior Lofts. Total investment in this residential development is expected to exceed \$33 million and will include two buildings totaling 132 new apartment units in Downtown Lansing's Stadium District. Project completion is anticipated in Spring 2024.

Completed Projects

Red Cedar Development

After nearly three years of construction this \$260 million game changing development on E. Michigan Avenue is complete. The Red Cedar project includes 792 beds of student housing, 181 market-rate apartments, two hotels, and a senior housing development with independent assisted living and memory care living options. The development also includes restaurants, over 40,000 square feet of retail and commercial space, and a public park, complete with an amphitheater and connection to the Lansing River Trail and Michigan State University (MSU). Adjacent to the Red Cedar project is a 20-acre park with trails and water features designed to clean millions of gallons of rainwater runoff that currently runs into the Red Cedar and Grand Rivers. These improvements will result in a cleaner river for the public to walk along, wade in, and fish in for years to come.



Courtesy of Martin Commercial

City View Apartments

The second building of the City View project, which includes 117 residential units, was completed in mid-2023 and units are available to lease. The new multifamily building, along with the adaptive reuse of an adjacent office building into 55 residential units, brings a total of 172 new residential units to downtown Lansing. The total project investment is estimated at over \$32 million and was supported by Lansing's Brownfield Program.

Holmes Street School Redevelopment

Lofts in the recently converted former Holmes Street School became available to new tenants in 2023. The project includes 47 new residential units that incorporate many of the original details of the building in the redevelopment such as high ceilings, large windows, and original terrazzo as well as using reclaimed wood floors.

Lansing Shuffle

The Lansing Shuffle project includes a full renovation of the former Lansing City Market building and upgrades to the patio. Lansing Shuffle opened in January 2023 and offers a variety of food and drink options from local entrepreneurs as well as community event space. Voted as Best New Business of 2023 in the local "Top of the Town" awards, this project serves as a hub for delicious food and unique entertainment options, and continues the momentum of Lansing's riverfront activation, adding to the lifestyle amenities in downtown Lansing.



The total project investment is estimated at over \$3 million. The Lansing EDC helped two of the location's food entrepreneurs get established through its micro-loan program and supported investments in public infrastructure to make the transformation from a vacant market space into an exceptional downtown venue along Lansing's riverfront. www.lansingshuffle.com

Grewal Hall

The life music and event venue was completed in fall 2023, providing a home for local artists and a destination for talent traveling throughout the state. The \$1.4 million development has a capacity of 600 for general admission and 250 people for tabled events. The venue is also available to rent for private functions and events. The Lansing EDC supported the project through approval of a business finance assistance program loan, application for a Class C Development District Liquor License, and the city's Façade Improvement Program. www.hall224.com



Completed Projects

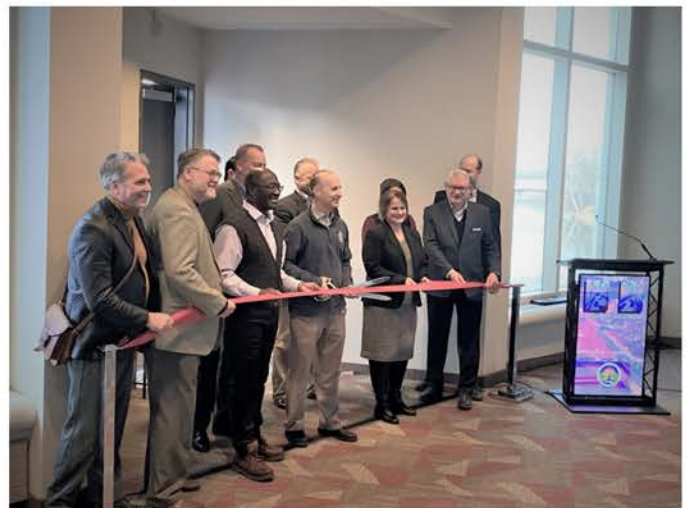
Moneyball Sportswear

The new Moneyball Sportswear Headquarters opened in spring 2023. Moneyball Sportswear is well known local business and premier retailer for athletic wear. When Moneyball owner and founder Desmond Ferguson looked for a new headquarters and main retail store location for his expanding business, he knew he wanted to invest back in the community, and the 927 W. Saginaw Street property was the perfect opportunity. The complete renovation and reactivation of this dilapidated and vacant building in a key commercial focus area along West Saginaw further catalyzes investment in the area by building on recent improvements and new businesses in the 900 block, several of which were supported by the City of Lansing Façade Improvement Program. Furthermore, this project is located in a Neighborhood of Focus within the Saginaw Street Corridor CIA development area, and aligns with their mission to enhance the corridor by attracting investment in commercial properties. This renovation was supported by Lansing's Brownfield Program. www.moneyballsportswear.com



Grand River Pedway



The complete refurbishment of the city owned pedway that provides pedestrian access across the Grand River reopened to the public in 2023. The Lansing BRA was able to leverage private development investment from its Brownfield Program to help finance \$5 million of this important public improvement. The updated pedway will promote stronger connections across downtown and improve access to several assets such as the river trail, the Lansing Center, and numerous local businesses.

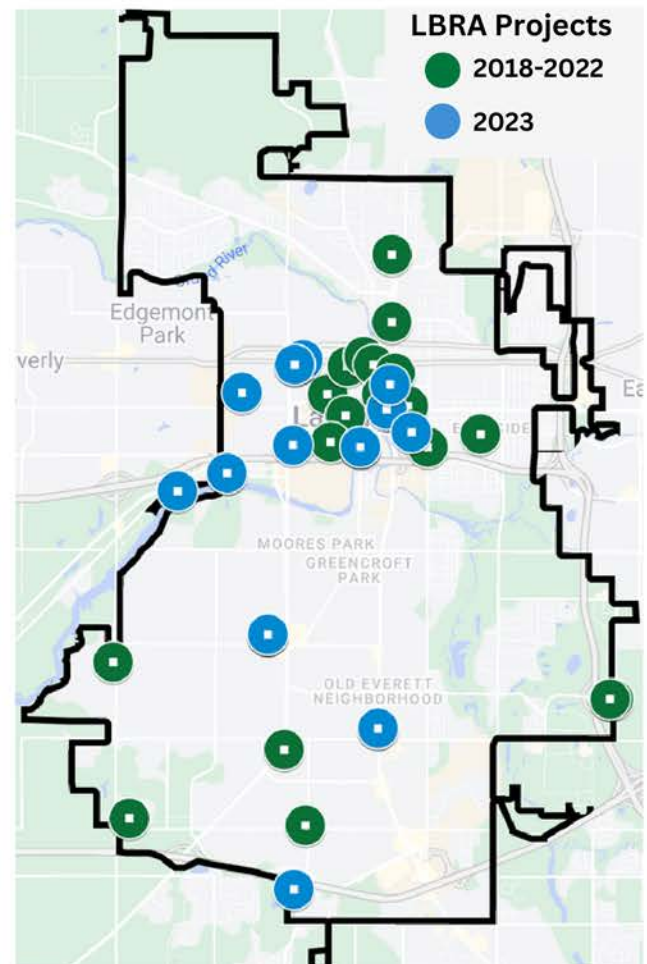


Brownfield Redevelopment

The Lansing Brownfield Redevelopment Authority (LBRA) uses tax increment financing, grants, and loans to redevelop blighted, contaminated or functionally obsolete properties in Lansing. The LBRA also manages the Local Brownfield Revolving Fund (LBRF). The LBRF helps promote redevelopment efforts at sites throughout the city by assisting with activities such as environmental assessments and redevelopment planning.

In 2023, the LBRA committed **\$681,489**, from the LBRF to support brownfield development and assessment activities at **13 sites**. The LBRA also provided **\$65,000** in funding toward the hiring of consultants to create a **redemption strategy for the Logan Square Shopping Center**. The LBRA leveraged funding from the Michigan Economic Development Corporation, the S.MLK Corridor Improvement Authority, and the property owners (Logan Capital, LLC) to fund this initiative. This effort engaged the city administration, City Council, and the Lansing community at-large through interactive community engagement meetings throughout the formation of the redevelopment strategy.

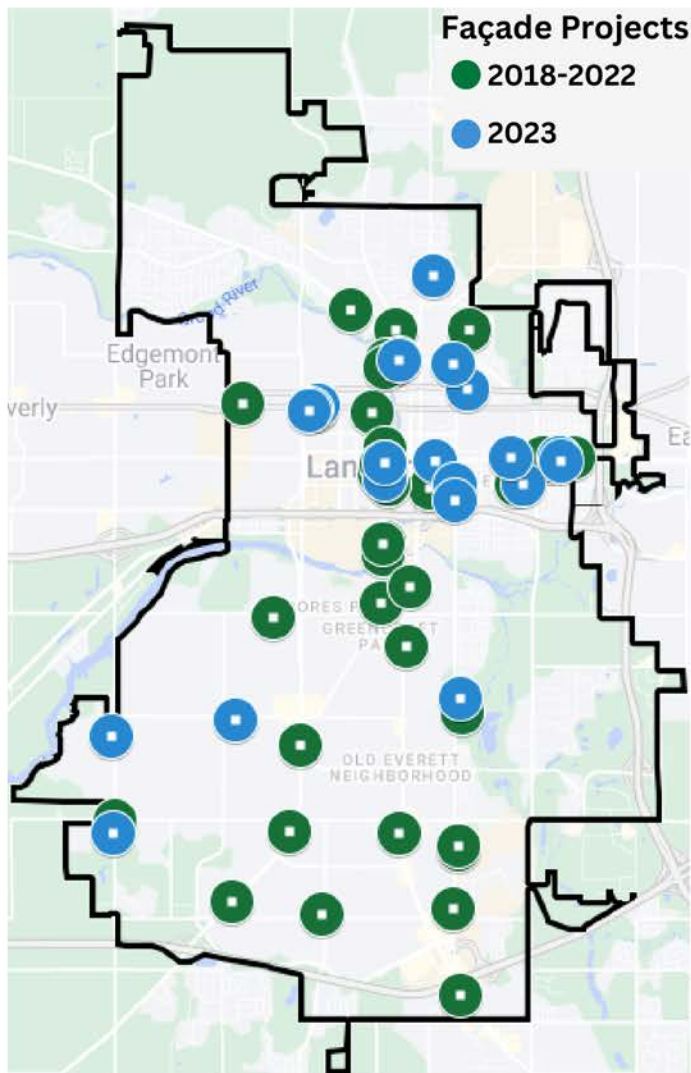
	2018-2023
 Environmental Assessments	\$811,659
 State/Federal Grants for Brownfields	\$3,775,000
 Loans	\$1,067,496
 Public Infrastructure Improvements	\$6,243,018



City of Lansing Façade Improvement Grant Program

The City of Lansing Façade Improvement Grant Program provides design assistance as well as a 50% matching grant for the redevelopment and improvement of exterior commercial facades. Improvements include siding, signage, lighting, awnings, masonry, and more. Projects are selected by a design committee comprised of members representing local design, building and safety, neighborhood, and business experts.

In 2023, **19 businesses** across the city were awarded a Façade Improvement Grant. In total, **\$229,837 in grants** were disbursed to businesses, which spurred a total of **\$1.2 million in private investment**. Since the program launched in 2018, the program has awarded \$621,055 in grants to 59 businesses.



924 E. Cesar E Chavez Avenue



1715 E. Kalamazoo Street



618 E. Kalamazoo Street



Looking Ahead

Overall, 2023 was a significant year for the Lansing EDC, but 2024 is expected to be even better. We started the year off with a nearly **\$19 million grant** awarded by the Michigan Economic Development Corporation's Strategic Site Readiness Program. This grant provides critical funding for the evaluation, remediation, and preparation of the **former Lansing Verlinde Body GM (Plant 6) site**, paving the way for its revitalization and allowing us to overcome several redevelopment obstacles.

Lansing's downtown is primed for a complete transformation in 2024, with several large projects on the way. The **\$228 million New Vision Lansing** project encompasses three distinct developments, bringing new retail spaces, hundreds of housing units, and outdoor amenities to the heart of the city. Additionally, **The Ovation Music and Arts Center** promises to enrich Lansing's cultural scene by hosting a diverse range of performances and events.

2024 is also the first year that the **Lansing Equitable Economic Development (LEED)** initiative is fully operational. Throughout 2024, LEED will provide the BIPOC (Black, Indigenous, People of Color) and underserved populations of Lansing the tools, opportunities, expertise, resources, and training needed to start and sustain successful businesses and redevelop properties.

With a clear focus on Lansing, a dedicated team, and thoughtful programs, the Lansing EDC is ready to make 2024 a landmark year.



Washington Square Apartments rendering



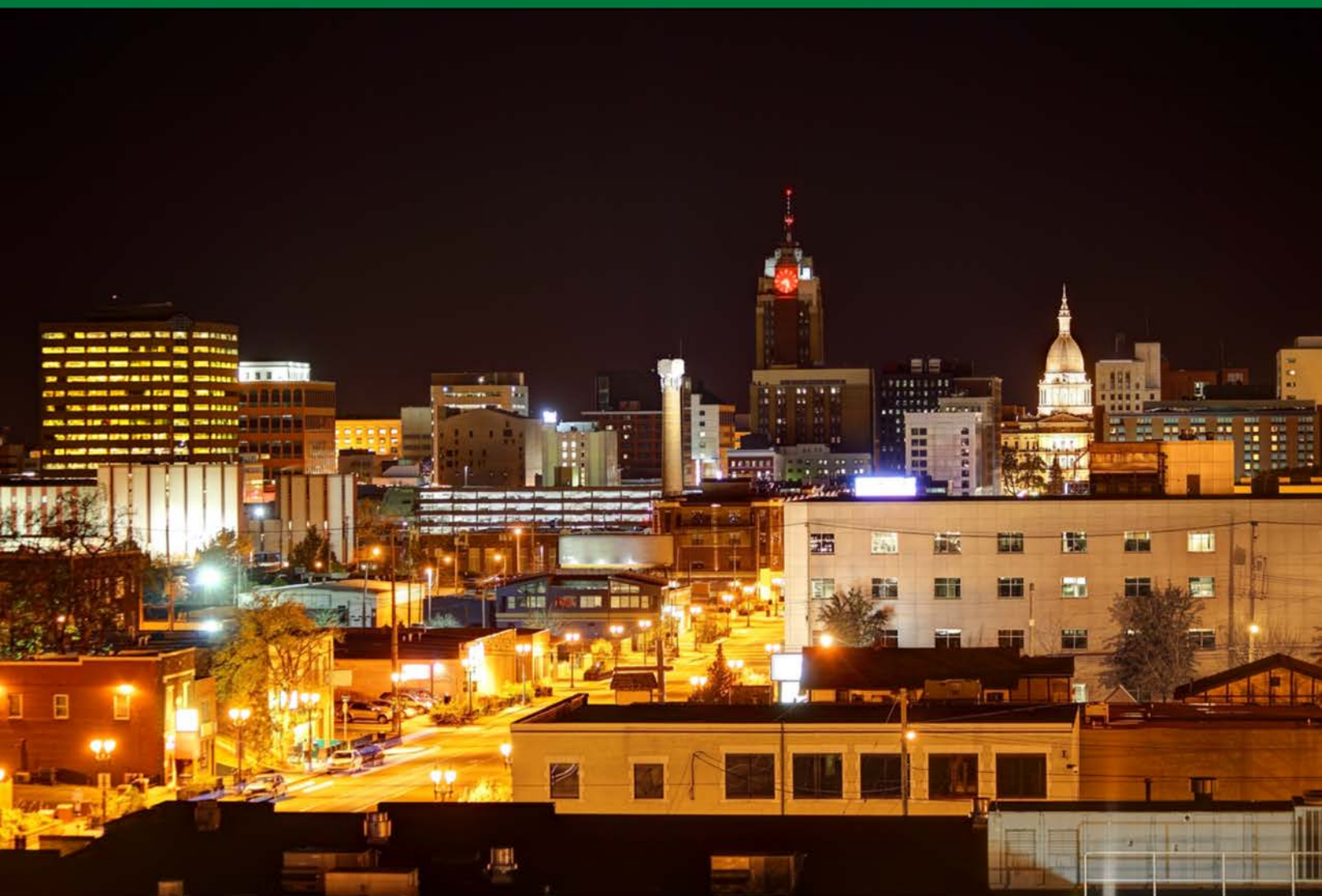
Capital Tower rendering



Tower on Grand rendering



The Ovation rendering



Lansing Economic Development Corporation

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LansingEDC.com