

# START SPREADING THE NEWS



INTRODUCING  
THE OVATION  
MUSIC AND  
ARTS CENTER

# WE BUILT THIS CITY

## **AN IMMEDIATE NEED TO ESTABLISH PLACE AND PROSPERITY IN LANSING POST-PANDEMIC**

Downtown Lansing is sitting on a wealth of potential. Those familiar with Lansing know what our city has to offer, from affordable homes to well-paying jobs to neighbors who take the time to say hello. We love Lansing, and we want to see our city continue to prosper.

For decades Michigan's citizens have come downtown to visit our Capitol during business hours. Still, when it comes to attracting people after five o'clock, whether it's weekend visitors or prospective residents, Downtown Lansing lacks a cultural pull. An amenity to build up our external reputation, draw in visitors from neighboring cities and other corners of the state year-round, and inspire prospective residents to consider putting down roots here. While there are countless gems across our region, we need a major, day-to-night and year-round attraction that everyone can come to associate with Downtown Lansing. A space that will illuminate on a statewide scale what Lansing residents already know to be true: that we are a city of doers committed to cultivating arts, culture, and economic growth.

A new arts and culture center will fulfill this vision, with ripples of impact. This new attraction will increase foot traffic downtown after work and on the weekends; help retain the students graduating from the many colleges right in our backyard; further situate Downtown Lansing as a desirable, intriguing place to visit and live; and amplify the vibrant arts and culture that already exists in our city.

We can all agree that we must invest in Lansing to create a sustainable future. Here's how you can be a part of it.

Introducing The Ovation Music and Arts Center — your opportunity to amplify Lansing's arts and culture scene and sustain our local economy in the process.

# WOULDN'T IT ...





# W B E N I C E ?

## IMAGINING THE POSSIBILITIES FOR THE OVATION MUSIC AND ARTS CENTER

The Ovation Music and Arts Center will be a space for residents and visitors alike to enjoy and create art, right in Downtown Lansing. The building at the corner of South Washington Square and West Lenawee Street will be designed as a flexible space to accommodate a variety of performances, from large-scale music concerts to independent films to networking

Construction for this transformative space will begin in Spring of 2023, and will open to the public in Fall of 2024. Estimating this will be at least a two-year construction, The Ovation will open to the public 2025 or later. That's right — *it's happening.*

The Ovation will include:

- A two-story main stage
- A smaller, intimate stage alongside the main stage
- First- & second-story lobbies
- A second-story balcony
- A private party room with a balcony overlooking the main stage
- Bars & concessions
- Retail space facing South Washington Square

events — and so much more. The facility will also include retail space on South Washington Square, Capital City Film Festival offices, a film and video equipment rental library, and classrooms available to school groups.

### FLEXIBLE-USE SPACES

As a whole, The Ovation will be designed as a flexible space that can accommodate a wide variety of events. The performance space provides flexibility to book a wide range of shows and acts throughout the year, with a maximum capacity of 2,025 standing patrons for a single performance. Additional micro-retail, offices, and multi-use community spaces expand the possibilities for utilization and provide operating revenue.

Capitol Fundraising Associates (CFA)<sup>1</sup> and AMS Planning & Research<sup>2</sup> both conducted feasibility studies to guide the planning of this project. According to CFA's environment study, the most important feature of a music and arts center according to its target audience is flexibility of space and the versatile usage of the building. Many interviewees stressed the importance of community access to the building,

its stages, and its common areas. They noted the importance of ensuring that low-income community members, members of the Lansing School District, and historically marginalized populations were considered in the programming of the space. The versatility of the space will ensure that the space is operating efficiently, and also provide a broad range of programming to appeal to a variety of audience demographics.

As a flexible-use space, there's something for everyone at The Ovation; you could be at an experimental symphony performance one day, and front-row for Slayer the next.

### A VIBRANT BLOCK

Picture this: It's a Wednesday evening in Downtown Lansing. The Ovation's block is bustling with activity, as people wander the shops along South Washington Square. A line for the night's performance begins to emerge and anticipation begins to build. The impressive building catches the eye of an out-of-town visitor, prompting them to explore the area. In the space that was once a rundown empty parking littered with weeds, a sense of place emerges.



PHOTO CREDIT: Xiaoxing Han for CCF

This new facility will mark our region as a point of interest; support our cultural development; and create a sustainable, positive economic impact.

*"We believe that the performing arts bring communities together, and we support increasing access to the arts in Greater Lansing. The renewed effort to bring a smaller performing arts center to Downtown Lansing will allow performers and artists who excel in a more intimate space to share their works with the community. The staff of Wharton Center looks forward to offering our assistance as this project moves forward."*

— **Mike Brand, Former Executive Director,** Wharton Center for Performing Arts (2005-2022)

GET  
IT  
STARTED

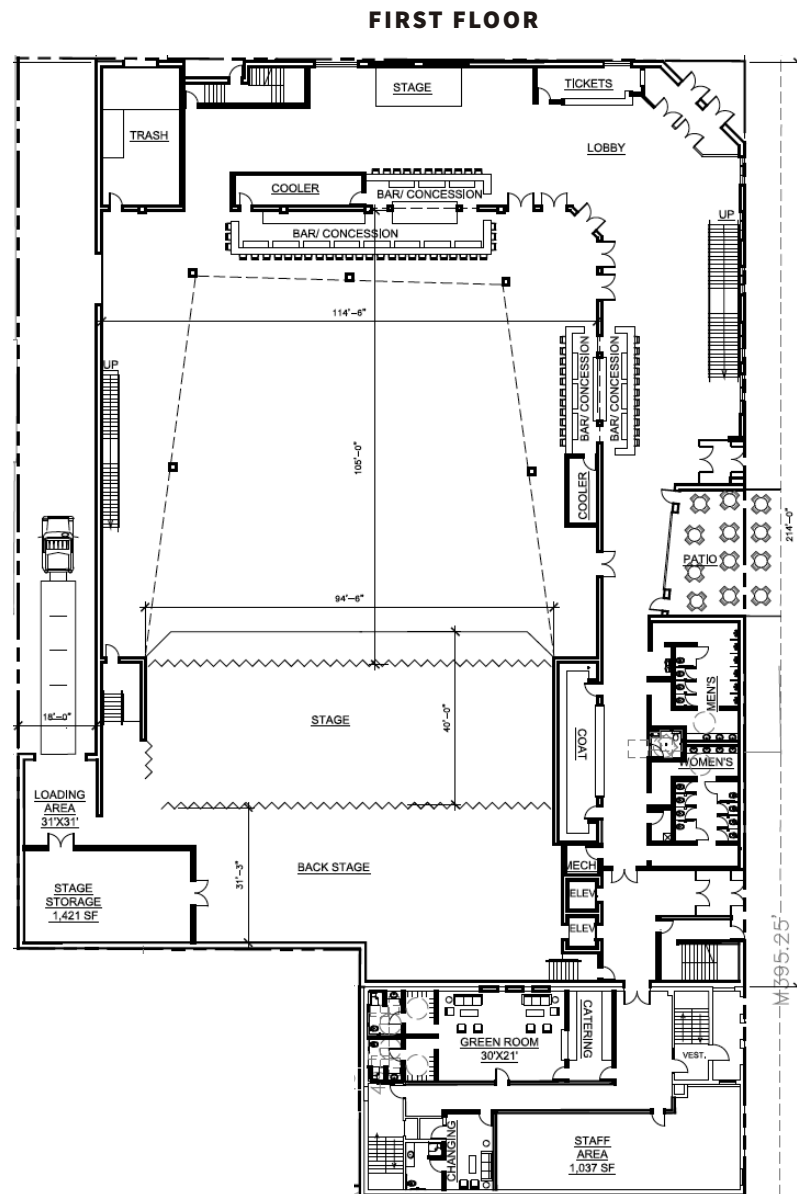
<sup>1</sup> The City of Lansing engaged Capitol Fundraising Associates (CFA) to research the feasibility of building a music and arts center in Downtown Lansing in 2019. The study was based on interviews with 64 individuals including chief executive-level corporate managers, regional family and small business owners, known philanthropic individuals, elected representatives, local economic development leaders, city vendors and others.

<sup>2</sup> The City of Lansing engaged AMS Planning & Research to conduct a feasibility study for The Ovation in August 2021, and an updated study in February 2022. The study sought to assist development partners by offering a recommended business model for operations, should a new venue be developed. Methodology included collecting 35 background documents provided by area organizations and municipal governments; engaged in stakeholder interviews; and reviewing patron records, among other research methods.

OUR HOUSE, IN THE

PRESENTING  
THE OVATION

MIDDLE OF THE STREET



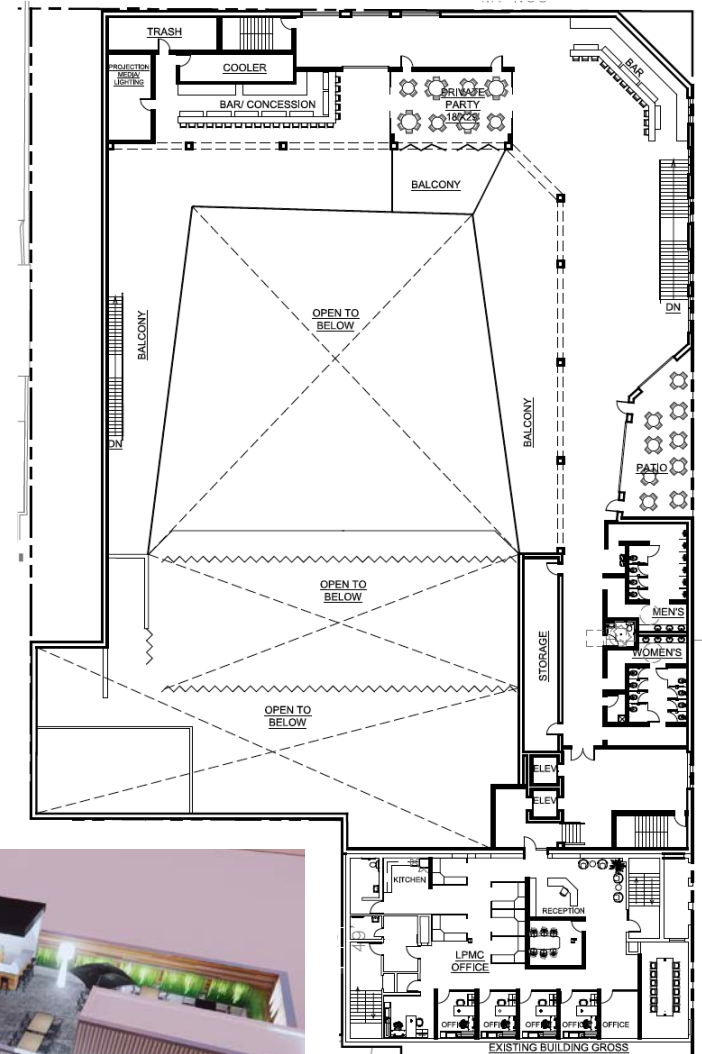
The focal point of the space will be a **two-story main stage**, a large performance area with a capacity of 1,200 people seated - 1,500 standing for large-scale, national acts.

Situated alongside this space will be a **second performance area** with a capacity of 275 people, for more intimate performances.

**Micro-retail spaces** along South Washington Square will make efficient use of this space along the sidewalk and encourage foot traffic and walkability through this area of downtown.

The ground floor will also house **offices and multi-purpose collaboration rooms** for local arts organizations and will include the home of the Lansing Public Media Center.

## SECOND FLOOR



Overlooking the main stage, a **balcony** will curve around the venue from above, with a capacity of 250 people seated - 400 standing. A **private party room** with a capacity of 80 people seated - 125 standing will provide a unique opportunity to experience a show as a group, as well as an additional source of revenue. This room will also include its own **private balcony**.

## ROOFTOP

The roof will be repurposed into a **full rooftop bar**, with ample seating for food and drink.



Across both floors, a performance at the main stage will have a **total capacity of 2,025 standing audience members** for a single performance (which includes the main floor, balconies, and the private party room).

## OPERATING BUDGET:

EARNED REVENUES	Base Year
Ticket Fees/Surcharges	\$598,000
Facility Rentals	\$932,000
Rental Additions/Chargebacks (gross)	\$293,000
Concessions (net)	\$230,000
<b>TOTAL EARNED REVENUES</b>	<b>\$2,053,000</b>
CONTRIBUTED REVENUES	
Contributions, Sponsorships, Grant (net)	\$90,000
Rooftop Bar	\$150,000
<b>TOTAL CONTRIBUTED REVENUES</b>	<b>\$240,000</b>
<b>TOTAL REVENUE</b>	<b>\$2,293,000</b>
OPERATING EXPENSES	
Theatre Operations	\$693,000
Administrative	\$110,000
Building Operations	\$492,000
Compensation (FTE personnel)	\$812,000
Expense Contingency	\$110,000
<b>TOTAL OPERATING EXPENSES</b>	<b>\$2,217,000</b>
<b>NET OPERATING RESULT</b>	<b>\$76,000</b>

### THE LOCATION

The Ovation will transform a highly visible, underutilized space into the first vibrant landmark many visitors see when entering the Capital City. Situated at a primary city entrance point from highway I-496, the future home of The Ovation is currently a vacant parking lot and brick building at the corner of South Washington Square and West Lenawee Street on the south end of Downtown Lansing. Positioned within minutes' walking distance of the restaurants and shops along South Washington Square and the surrounding downtown streets, this is a prime location for a performance venue.

### OPERATIONS OVERVIEW

In 2022, AMS Planning & Research conducted a report detailing the estimated expenditures and projected earned revenue of The Ovation. The financial model details a base year of operations and projects an annual revenue of \$2.29 million, and \$2.22 million in expenses associated with the venue. Revenues cover 103% of annual operating expenses.

The data demonstrates that The Ovation breaks even by incorporating revenue from the rooftop bar. Additional earned revenue will stem from ticket sales, concessions, rentals for the two stages, and rentals for multi-purpose rooms. With these sources, revenue will surpass operating and maintenance costs.

The increased revenue caused by the economic impact of the Ovation could go on to support other public needs to improve quality of life and address disparities across the City of Lansing.

### REVENUES

As the primary line of business, facility rentals remain the driver of earned revenue, representing nearly half of total earned revenue at \$932,000 annually (including commercial lease income). Base rental rates in the main hall (before labor charges) range from \$2,000 - \$4,500 per performance/event uses, depending upon qualifying discounts for use by local nonprofits. The rooftop bar would generate \$150,000 annually. Multi-purpose rooms are projected to garner about \$74,000 in gross rental revenue, primarily from events as an extension of main hall use.

Projected lease income from local organizations will be maintained at the building at an operating cost of \$8.25 per sq. ft., and are assessed directly based on their projected square footage footprint in the venue.

Other sources of earned revenue include ticket fees and surcharges and concession sales. With an assumed per capita revenue ranging from \$3 - \$7 (depending upon the nature of the event), concessions and bar sales contribute a net revenue of \$230,000 to The Ovation's bottom line.

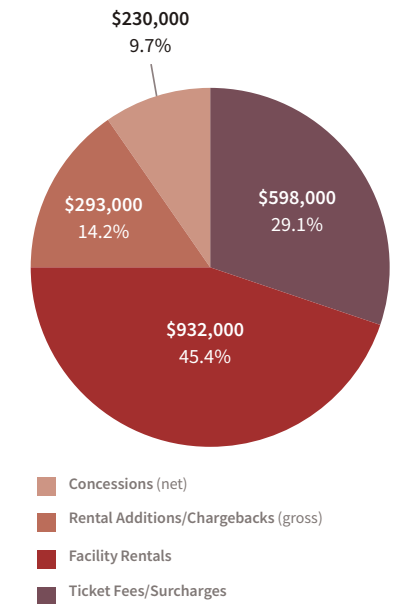
### OPERATING EXPENSES

Projected expenses are driven by building operations, theater operations, and compensation of eight full-time personnel. Building operations, which includes utilities, insurance, building security, cleaning and maintenance, and annual capital improvements, is estimated based on the total square footage of 82,158 sq. ft at \$492,000 or 22% of total expenses. The cost of credit card transactions and other box office fees are calculated on a per-ticket basis, amounting to \$469,000 in box office operations expense. In addition to the cost of variable labor and other front of house operational needs, this drives \$693,000 in theatre operations expenses, or 31% of expenses.

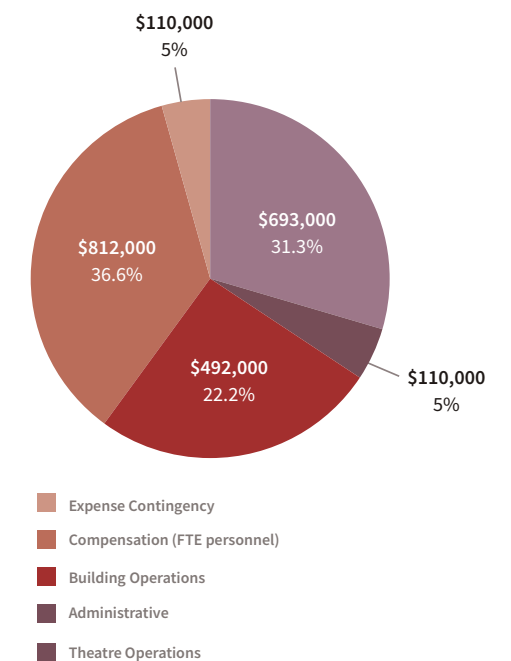
*“COVID-19 has changed the way all of us live and work. For our downtown to remain relevant to both the businesses and the talent pool they need to recruit, we need to reinvent downtown and give it a new purpose. The Ovation will be the catalyst that brings people downtown to our stores, our restaurants, and attracts them to our community.”*

— **Tim Daman**  
President and CEO, Lansing Regional Chamber of Commerce

### EARNED REVENUES



### OPERATING EXPENSES



AMS Planning & Research forecasted operating budget for a base year of operations in 2022, projected in 2022 dollars.



# EIGHT

# DAYS

# A

The flexible nature of The Ovation is designed to increase efficiency of operations and, thus, boost revenues. Looking at a prospective weekly calendar for the space, it is clear that not only does the facility see full utilization regardless of the day or season, but that there is something for everyone. Once this facility is built with all amenities, the number of opportunities for the community will be infinite.

*(Note that this calendar is purely hypothetical and nonexhaustive, and is designed to serve as an example for the type of programming that will take place at The Ovation. The day-to-day management of the facility calendar will be by a professional music booking firm.)*

# WEEK

## A HYPOTHETICAL CALENDAR OF EVENTS AT THE OVATION

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### SUNDAY

Morning: An interactive, family-oriented theater performance  
Afternoon: An experimental performance from Lansing Symphony Orchestra  
Night: A blues concert

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### MONDAY

Morning: An entrepreneurship seminar  
Afternoon: Lansing Public Media Center hosting an event in the multipurpose space  
Night: A stand-up comedy act

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### TUESDAY

Morning: A company retreat in the private party room  
Afternoon: A podcast recording in the studio  
Night: A poetry slam on the side performance stage

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### WEDNESDAY

Morning: A senior painting class in the multipurpose room  
Afternoon: A Lansing Art Gallery exhibition  
Night: An intimate punk concert

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### THURSDAY

Morning: A musician's recording session in a rented studio  
Afternoon: A business conference and networking event at the rooftop bar  
Night: An independent film screening

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### FRIDAY

Morning: A music class with Lansing School District students bussed in by Lansing Promise  
Afternoon: All Of The Above Hip Hop Academy classes  
Night: A nationally-known country artist

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### SATURDAY

Morning: A local history lecture from Capital Area District Library  
Afternoon: An interactive, family-oriented theater performance  
Night: A well-known hip hop act

“The creation and activation of a flexible event venue in downtown Lansing will provide entertainment opportunities visitors are seeking within our destination. It also will add a meeting and conference option within our Capitol district to meet many other unique needs.”

— Julie Pingston, President and CEO, Greater Lansing Convention & Visitors Bureau



## Activity predictions for The Ovation's base year

Ticketed events in main venue	130
Ticketed events in lobby and ancillary spaces	30
Gross annual capacity for ticketed events	288,000
Estimated annual ticketed patrons	187,000

### WHO WILL USE THE OVATION: SOME EXAMPLES

The Ovation will provide spaces that will be utilized by a number of groups, events, and organizations from across the region and beyond. According to CFA's research, residents identified creating a home for community arts organizations as the second most significant use for a music and arts center (behind drawing national acts to Lansing). The following are a handful of examples, many of which have already expressed interest in using the space.

- **Live music concerts** will take place across The Ovation's various stages, working with independent concert promoters to organize and schedule these shows.
- **Lansing Public Media Center** will bring regular activity to this new facility. The Center produces City TV broadcasts (including City Council meetings), organizes the Capital City Film Festival, and will use The Ovation for its office.
- **Capital City Film Festival** also offers the spring festival and pop-up events throughout the year, and will utilize this new venue for screenings and performances at the main stage and in other multi-use spaces throughout the venue. The festival currently runs for five days in April and

offers more than 45 film and music events at various venues throughout Lansing, but demand for a larger space exists. Festival leadership have expressed the desire and demand for expanding the offerings of the film festival, potentially to most weekends throughout the year.

- **Lansing Art Gallery & Education Center** has a need for new, expanded space at the street level. The Center currently operates in a facility with 7,000 total sq. ft., and hosts seven annual exhibitions in addition to education programming for students. Leadership at the Lansing Art Gallery have expressed a need for larger, street-level space, and dedicated rooms for discipline-specific classes, which could be located in the Ovation's retail spaces.
- **Lansing Symphony Orchestra (LSO)** will use the space for experimental performances that cater to younger audiences. This also fills a need for LSO, as there are fewer calendar options for LSO to perform at Wharton Center during key months.
- **Common Ground Music Festival** and its promoter have expressed demand for a 1,000-2,000 seat venue in Lansing. Promoter MiEntertainment Group noted interest in programming more

popular music including hip hop, rock, jazz, bluegrass, and country in Lansing, particularly on secondary tour legs, and needs an appropriate indoor venue that will be fulfilled by The Ovation's main stage.

- **Community events** will be well-situated in both the smaller performance area, multipurpose rooms, and private party area on the first and second floors. From wedding receptions to company parties to bar mitzvahs, this will bring additional rental revenue to The Ovation.
- **Retailers** will set up shop in the ground-level micro-retail spaces facing South Washington Square. This will bring additional foot traffic to Downtown Lansing and expand this area's activity farther south.
- **Local nonprofits and school groups** will make use of multi-purpose rooms on the first and second floor.

# TAKING CARE OF BUSINESS

## OVERVIEW OF FINANCIAL INVESTMENT AND NEEDS

An investment in Lansing's future is an investment in our greater region. With additional support from funders, The Ovation will deliver returns on this investment in many forms, and in turn Downtown Lansing will continue to grow and prosper.

There is already a foundation of secured funding for The Ovation. Because this building includes the facility that will house the Lansing Public Media Center studios and offices, the City of Lansing has identified a funding source through public access fees (PEG fees collected from cable companies and paid to the City to support public education and government programming) totaling \$8 million for development. To date, \$2 million has also been secured from the State of Michigan, and \$750,000 has been secured through federal grants.

This two-story build has a total cost of \$17.5 million. The full rooftop bar is estimated to generate \$150,000 annually, bringing in an annual net operating result of \$76,000.

In addition to secured funding from PEG fees, the State of Michigan, and federal grants, this requires \$6.75 million of private investment through a combination of private donors and grants.

### PRIVATE INVESTMENT SUPPORT

This space will be a transformative community development. The Ovation is seeking support from those who understand the importance of arts and culture and the economic impact of a music and arts space. For those looking to invest in our future and forever change the face of Downtown Lansing, now is the time for action.

Corporations, businesses, and individuals who invest in The Ovation are offered various naming rights opportunities to recognize and thank donors for their support. (All naming rights are for ten years, and donors are required to fulfill their pledges in 2-3 years.)

### CONSTRUCTION DETAILS

- 2 floors
- 49,100 gross building sq. ft.
- 2,025 person capacity performing arts venue
- Two-story, Class A office suite
- Retail suites
- Full rooftop bar
- Sign for building would be seen from highway
- \$2,000,000 land cost
- \$12,429,031 construction hard cost
- \$2,974,066 construction soft costs and other expenses

### TOTAL COST:

**\$17,403,097**

### FUNDING

**\$8M**

Dedicated Public Access fees (PEG)

**\$2M**

State of Michigan funding

**\$750,000**

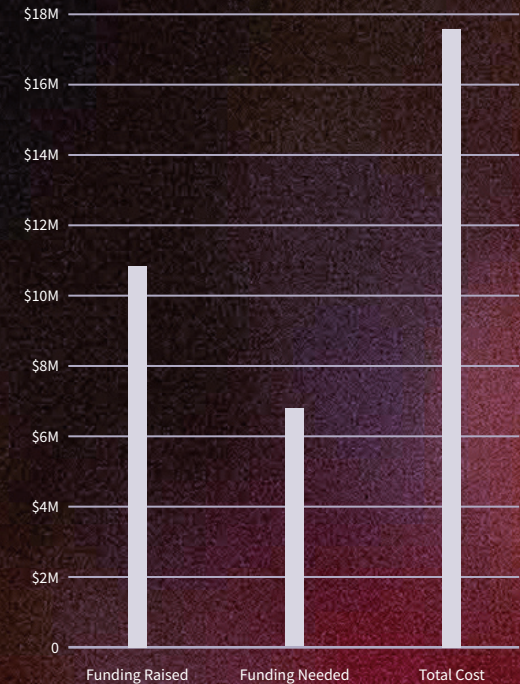
Federal grants

**\$6.75M**

Additional funding needed through a combination of private donors and grants

### TOTAL INVESTMENT:

**\$17.5M**



“The impact of COVID-19 underscored the need to diversify the industries on which our downtown is built. Investing in The Ovation Music and Arts Venue is a phenomenal way to support the thriving arts and culture community in Lansing and build a new destination for residents and visitors alike.”

— **Peter Spadafore**  
Former President and At-Large Member, Lansing City Council

Construction costs, as with all numbers in this report, reflect conservative estimates. As such, construction costs include all construction expenses, such as land cost, fees, administrative costs, etc.

# I WANT YOU

## VALIDATION AND ANALYSIS OF NEED FROM THIRD-PARTY DATA

The numbers don't lie: A prime location and an eager market set the stage for a transformational asset for the City.

### STRONG DEMAND

Quantitative data also demonstrates significant demand for live performances in Lansing — especially among demographics we are hoping to attract to the area to sustain long-term growth. A survey of those who attended events from Lansing 5:01 (an initiative designed to attract young professionals to Lansing) found that 70% of respondents believe “more concerts” is something the Lansing region is missing that would increase their interest in living and working in the Lansing region.

Concerts overwhelmingly surpassed other options. There is a serious demand for local concerts among young professionals, the population that is most critical to launching Lansing's next chapter.

According to CFA's feasibility study, residents seek after-work attractions downtown. When asked about Downtown Lansing's weaknesses, the top answer among interview respondents was that Downtown Lansing shuts down at 5 p.m. and lacks weekend entertainment. This sentiment was brought up by almost half of all those interviewed, 29 out of 64.

A 2019 AMS Planning & Research study concluded that a 1,000 to 2,000-seat venue is a niche market that does not currently exist within the Detroit-Lansing-Grand Rapids corridor. The study also found that local residents believe that current performance and entertainment offerings in the city are lacking, and are currently traveling elsewhere to see live music and comedy shows.

This study also identified strong demand among prospective venue renters. In 2019, 65% of the AMS study respondents expressed interest in renting a new facility in

Lansing. AMS's 2021 study results were even higher; 71% now say they would be interested in using a new Lansing venue. These individuals listed parking, calendar dates, and affordability as the top factors they consider when renting a venue.

### ATTRACTING VISITORS

AMS's research also found that The Ovation has the potential to attract audiences from across the state. Market area findings reflect a primary market of 30-minute drive time and secondary market of 60-minute drive time. Together, these primary and secondary markets span 302 zip codes, and a total of more than 2.7 million people.

On a local scale, AMS data also found that The Ovation's primary market in the Mid-Michigan region is steadily growing, showing potential for audience sustainability for smaller scale events as well.

90%

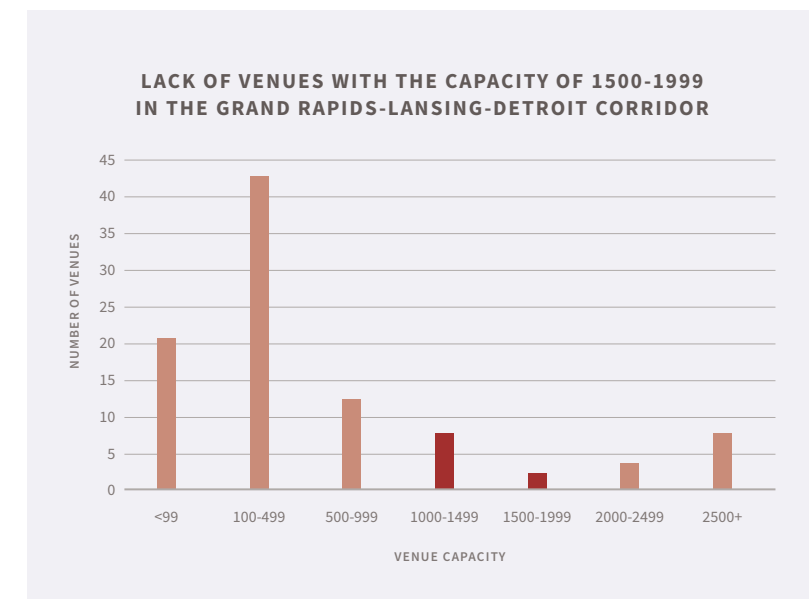
of respondents suggested the need for a flexible large theater space, according to an AMS survey.

70%

of respondents suggested a theater space, according to an AMS survey.

87%

of community residents support the creation of a new music venue in Lansing.



According to AMS's 2019 study, The Grand Rapids-Lansing-Detroit corridor has a **notable lack of venue stock** with capacity between 1,000-2,000.

70%

of people believe “more concerts” would increase their interest in living and working in the Lansing region (Lansing 5:01).

# TO WANT ME

## THE OVATION'S LASTING IMPACT ON OUR ECONOMY

The COVID-19 pandemic has a glaring effect on not only our local economy, but the way we choose where to live and work in general. With work-from-home options becoming the norm for many, affordable cities like Lansing and its surrounding region are primed to succeed. However, if our region wants to continue to grow, attract visitors, and retain talent we need to attract this modern workforce and offer a variety of options for non-work-related activities. We have repeatedly identified a missing piece of the puzzle, and it is time we put that piece in its place.

When it comes to significant community investments like The Ovation, there are ripple effects of economic impact. Given its scope and potential status as a cultural anchor, The Ovation will have the ability to uplift not only the economy of Downtown Lansing, but of the Mid-Michigan region as a whole.

The return on investment for the City of Lansing, local small businesses, and our neighborhoods is expected to be akin to that of Jackson Field: **transformative**. Additionally, like Michigan State University and General Motors, The Ovation will be a community asset not only to Lansing, but to the greater Mid-Michigan community.

Considering the space's potential to increase tourism, amplify local businesses, and attract young people to live and work in the surrounding area, it becomes clear that The Ovation is a needed investment, not a charity.

### QUANTITATIVE BENEFITS

AMS estimates that the construction project will generate an estimated \$17.5 million in the local economy, creating 209 total full-time equivalent jobs and generating \$1.1 million in taxes and fees for local governments.

Beyond construction itself, The Ovation will provide a sustainable source for employment and economic development. On an annual basis, operation of the venue and spending by its audiences will generate \$12.5 million in the local economy, creating 159 total full-time equivalent jobs and generating \$904,000 in taxes and fees for local governments.

### QUALITATIVE BENEFITS

In addition to the quantitative economic impact of The Ovation, there are countless benefits that appear through more subtle means. The community impacts of a new music venue in Lansing transcend the calculated direct

and indirect spending to include additional, less quantifiable benefits that have a direct impact on our day-to-day life. This lone development has the potential to spark increased quality of life for residents and local businesses; spin-off development surrounding the venue; rising commercial real estate values for downtown restaurants, hotels, and the like; new and increased visitation to the city; and service as an anchor for community revitalization. The rooftop bar will reignite Downtown Lansing's nightlife. With a sign visible from the highway, this structure will beckon for passerby to visit Downtown.

*In short, The Ovation will serve as an anchor for community revitalization. It is history in the making.*



# THE BEST IS YET TO COME

COME  
TOGETHER  
RIGHT  
NOW



## THE OVATION IS FOR ALL OF US

By definition, an “ovation” has two meanings. First, of course, is an “enthusiastic, prolonged applause.” But the term also refers to “a show of public homage or welcome.”

Similarly, The Ovation is more than a venue for live performances; it will serve as a sign of welcome and prosperity for Lansing residents and visitors alike. Whether it’s a first-time visitor entering Downtown Lansing off the highway or a local strolling by on their way to work, those who encounter The Ovation will see the space as a demonstration of our area’s brimming potential.

Like a proud audience simultaneously rising in applause,

now is the time to give our region the standing ovation it deserves. Together, our support can elevate this space to the next level, opening doors to opportunity and prosperity. As a community, we can make this happen.

Sure, many of us will enjoy the privilege of staying local for a concert, rather than driving a couple of hours east or west — but the true mission of the space is so much more than convenience. The Ovation will activate an under-utilized portion of Downtown Lansing. It will offer activities for residents during the day and nurture a culture of creativity, education, and innovation that will lead to even greater things.

It will attract visitors and artists to our community, reviving the downtown scene after 5:00 p.m. and on the weekends. And perhaps most impressive, it will grow into a sustainable financial model that will position the facility for long-term success and help our region prosper for decades to come.

*The Ovation will be a space for all of us. Will you be a part of it?*

<b>TOTAL ATTENDANCE PER YEAR</b>	<b>190,000</b>
<b>GREATER LANSING RESIDENT ATTENDEES</b>	
Percent	66.8%
Estimated Number of Attendees (calculation)	126,920
Average Per Person	\$22.19
Total Estimated Resident Spending (calculation)	\$2,816,354.80
<b>NON-RESIDENT ATTENDEES</b>	
Percent	33.2%
Estimated Number of Attendees (calculation)	63,080
Average Per Person	\$39.55
Total Estimated Resident Spending (calculation)	\$2,494,814.00
<b>ESTIMATED TOTAL ANNUAL AUDIENCE SPENDING</b>	<b>\$5,311,168.80</b>



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