



## **Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting**

Thursday, January 22<sup>nd</sup>, 2026 – 3:00 PM  
Rathbun Agency- Boardroom  
529 W. Saginaw St.  
Lansing, Mi 48933

### **AGENDA**

1. Call to Order
2. Approval of the Saginaw St. CIA Meeting Minutes (11.20.25) - **Action**
3. Board Officer Elections- **Action**
4. Approval of the Amended Marketing Plan- **Action**
  - a. Website Domain
5. Approval of the Mural Sponsorship Materials- **Action**
6. Other Business
7. Public Comment
8. Adjournment



Andy Schor, Mayor

**Saginaw St. Corridor Improvement Authority  
Board of Directors Monthly Meeting**

November 20, 2025

Lansing EDC

401 S. Washington Sq. Lansing, MI 48933

**Members Present:** Tiffany Dowling, Laura Stoken, Peter Morman,  
Diane Sanborn

**Members Absent:**

**Facilitator Present:** Kahleea Washington (Lansing EDC)

**Guests Present:** Amiee Evans, Maxine Crain

**Public:**

**Recorded by:** Kahleea Washington (Lansing EDC)

**Call to Order/ Roll Call:** 3:06 PM

Chair Dowling called the meeting to order, followed by roll call

**Approval of the Saginaw St. CIA Meeting Minutes (June- Oct.)-Action**

Motion: Stoken, Support: Sandborn

Passes unanimously

**Approval of Mowing Expense- Action**

Motion: Stoken, Support: Sandborn

Passes unanimously

**Discussion on Art Installations**

The board moved to approve the program's guidelines with the suggested edits. The next steps will involve Washington drafting an artist agreement and establishing an application process.

**Next Year's Meeting Schedule**

Third Thursday at 3 PM at Rathbun

**Other Business**

We discussed board membership

Maxine Cain introduced herself and her public art project.

**Adjournment:** 3:44 PM

Motion: Stoken

**X**

\_\_\_\_\_  
Tiffany Dowling  
Chairperson, Saginaw St. Corridor Improvement Authority

### **CIA Board Officer Positions**

**Chairperson-** The chairperson shall preside at all meetings of the Authority Board and shall discharge the duties as a presiding officer.

**Vice Chairperson-** In the absence of the chairperson or in the event of inability to serve as chairperson, the vice chairperson shall perform the duties of the chairperson and when so acting, shall have all the powers and be subject to all the restrictions of the chairperson.

**Treasurer-** The treasurer shall prepare, with the assistance of appropriate staff, an annual financial report covering the fiscal year of the Authority. The fiscal year of the Authority shall be July 1 to June 30. An annual audit will be made each year. The treasurer shall provide a bond if necessary, in the amount prescribed by the Authority Board.

**Recording Secretary-** The recording secretary, if not a member of the Authority Board, shall be a designee of the Authority Board. The recording secretary shall attend all meetings of the Authority Board and with the assistance of appropriate staff record all votes and the minutes of all proceedings, to be maintained for future reference. The recording secretary shall give, or cause to be given, notice of all meetings of the Authority Board, as required by law or these bylaws, and shall perform such other duties as may be prescribed by the Authority Board. The recording secretary shall, when authorized by the Authority Board, attest by signature to actions of the Authority Board, and shall maintain custody of the official seal, and of the records, books and all documents of the Authority.



## M3 GROUP: MURAL DISTRICT GO-TO-MARKET PLAN

### 1. Executive Summary

**Purpose:** The intent of this is to introduce the Mural District to the Lansing community through a high-impact, inclusive launch that establishes long-term pride and participation.

The launch of the Mural District aims to transform the Saginaw Street Corridor’s rebrand into a living, breathing community experience — one that unites residents, artists and businesses in a shared moment that celebrates local pride.

The “Endless Connection” will come to life through art that links people and the place. Connecting neighbors to their stories, businesses to opportunity and the community to the future of Lansing’s most creative corridor. Every mural becomes a bridge between past and present, artist and audience, individual and collective identity.

**Key outcomes expected:**

<b>Awareness:</b> Establish the Mural District as a recognizable Lansing destination through coordinated PR, social storytelling and visual identity across channels.
<b>Engagement:</b> Inspire active participation from residents, business owners and visitors via the mural reveal event and digital content.
<b>Partnerships:</b> Build long-term collaboration among artists, local organizations and corridor businesses to sustain momentum beyond the launch.
<b>Investment:</b> Position the district as a catalyst for economic activity and cultural revitalization. Drive interest in SSCIA grants, property improvements and small-business growth along the corridor.



## 2. Situation and Opportunity Analysis

### **Saginaw Street Corridor:**

For decades, the Saginaw Street Corridor has served as a gateway to Lansing. Guided by the Saginaw Street Corridor Improvement Authority, the area is now entering a new chapter of revitalization. It has a bold, unifying identity: the Mural District. This rebrand reframes the corridor as a vibrant, creative destination. This is where art and entrepreneurship meet to shape Lansing's next great district.

### **Current perception:**

While known for its central location and access to key institutions like Sparrow Hospital and the state Capitol, the corridor has often been perceived as transitional rather than experiential. It's a pass-through rather than a destination.

### **Opportunity:**

The Mural District brand offers an opportunity to reposition the corridor as Lansing's creative connector. An area that celebrates local identity while driving business growth and neighborhood pride.

### **Barriers:**

- Limited public understanding of SSCIA's role and available resources.
- Perception challenges from years of underinvestment.
- Need for sustained storytelling to build trust and visibility.
- Dependence on volunteer and partner support for event and media execution.
- Balancing creative activation with practical corridor improvement priorities.

### **Comparable local districts:**

Lansing already boasts successful creative districts like Old Town and REO Town, each built on strong identity and consistent activation.

The Mural District has a distinct opportunity to complement those areas. By positioning itself as the crossroads of community, culture and business.



### 3. Objective

#### Primary objective:

To successfully launch the Mural District as Lansing's newest creative corridor. To build awareness of the Saginaw Street Corridor transforming into the Mural District. To activate community pride and participation. We will do this through a high-visibility, public event that unveils the first mural and with an integrated communications campaign.

#### Secondary objectives:

**Awareness:** Position the Mural District as a recognized, aspirational destination within Lansing's community.

**Engagement:** Encourage residents, businesses and artists to participate in the event and ongoing programming.

**Partnerships:** Strengthen relationships with local businesses, property owners, arts organizations and city partners.

**Investment:** Inspire tangible economic activity through new business inquiries, corridor improvements and participation in SSCIA funding programs.

### 4. Target Audience and Insights

#### Primary audiences:

**1. Local residents:** Individuals and families living within or near the Saginaw Street Corridor. From adjacent neighborhoods and community associations.

#### Motivations:



- Pride in local revitalization and neighborhood identity.
- Desire for safe, walkable and attractive spaces.
- Interest in arts, events and family-friendly activities.

**Barriers:**

- Skepticism about long-term change. *“Will this really stick?”*
- Lack of clarity about SSCIA’s role or purpose.
- Overload of other community initiatives competing for attention.

**Desired action:**

Attend the event, share on social media and become ongoing advocates for the corridor’s transformation.

**2. Corridor business owners:** Existing business owners along the Saginaw Street Corridor.

**Motivations:**

- Increased foot traffic and visibility through events and beautification.
- Access to SSCIA funding or grant opportunities.
- Pride in being part of a revitalized district with a strong identity.

**Barriers:**

- Limited awareness of SSCIA programs or eligibility.
- Perceived risk of investment or participation without clear ROI.
- Competing business demands that limit event participation.

**Desired action:**

Engage with SSCIA programs, sponsor or host event activities and integrate the Mural District branding into the business presence.

**3. Local artists and creative:** Muralists, painters, sculptors, musicians and creative entrepreneurs who contribute to Lansing’s arts ecosystem.



**Motivations:**

- Public exposure and recognition through the Mural District’s platform.
- Opportunities for commissioned work, collaboration and visibility.
- Sense of belonging within Lansing’s creative community.

**Barriers:**

- Limited understanding of SSCIA selection processes or mural planning.

**Desired action:**

Participate in mural creation, event programming and future artistic opportunities.

**5. Messaging**

Once a simple corridor of traffic and transition, Saginaw Street is evolving into the Mural District. It’s a colorful, connected destination where creativity fuels community. Here, every wall tells a story. Every business is part of the canvas. Every person who walks through it adds to the energy.

**Brand pillars:**

<b>Pillar</b>	<b>Description</b>	<b>Emotional takeaway</b>
<b>Creativity</b>	Public art, murals and cultural events transform the corridor into a living gallery.	<i>“This district celebrates imagination.”</i>
<b>Community</b>	Residents, artists and businesses collaborate to define what the district becomes.	<i>“This is our place. Shaped together.”</i>
<b>Business</b>	The corridor is a launching point for local small businesses and investment.	<i>“Creativity drives opportunity.”</i>



<b>Connection</b>	The district links neighborhoods, generations and ideas. A connector for Lansing’s future.	<i>“We’re all part of something bigger.”</i>
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**Key differentiators:**

<b>Vibrant business center:</b> A diverse mix of independent retailers, service providers and restaurants with authentic local character.
<b>Distinctive neighborhood identity:</b> Walkable greenspaces, historic roots and engaged community organizations that reflect Lansing’s past and future.
<b>Strategic location:</b> A natural connector between hospitals, housing, colleges, the state Capitol and City Hall. A hub for regional movement and development.
<b>Emerging destination for small-business growth:</b> Affordable, high-potential and full of entrepreneurial energy.

**6. Launch Strategy and Tactics**

**Strategic approach:**

**Pre-event (Q1 2026):**

**Objectives:** Establish brand presence and put out a call for artists.

**Key tactics:**

- **Landing page activation:** Launch landing page as a central hub for updates, event info, newsletter signup and grant details.
- **Call for Artists:** Publish the call across distribution channels where muralists look:
  - The website.
  - Local arts council email lists and websites.
  - State arts organizations.
  - Café (callforentry.org).



- Submittable.
- Social media posts with paid boosts (Instagram tends to perform best).
- Artist Facebook groups (murals, street art, public art).
- Direct outreach to regionally known muralists.

### **Pre-event (Q2 2026):**

**Objectives:** Generate interest in the event and the Mural District.

**Key tactics:** Humanize the story behind the first mural with earned opportunities.

- **Press release announcement of the selected artist:** Press release to the PR wire with artist details, rendering of future mural and announcement of the initial location (likely Quality Dairy).
- **Earned media spotlight:** Pitch feature stories on the inaugural muralist: their inspiration, connection to the area, process and what the work symbolizes for Lansing.
- **Social countdown series:** Short-form videos and image teasers showcasing progress without full reveals.
- **Community teaser installations:** A curtain over the mural area with “Coming Soon!” signage announcing the Mural District.
- **Stakeholder briefings:** Present at neighborhood meetings and civic groups to build awareness.

### **Event (June 2026 — block party and mural reveal):**

**Objectives:** Create an unforgettable shared experience that defines what the Mural District feels like. A showcase for art, an opportunity for community to gather and the beginning of a new era.

**Event concept:** A Mural District Block Party — an all-ages community celebration featuring the first mural unveiling, music, behind-the-scenes creation video, local food vendors, youth art zones, press event and interactive art experiences.



### Core elements:

- **Mural reveal:** Video introduction to the new Mural District: its creation, its development, narration of the artwork's story and behind-the-scenes creation. Ribbon-style unveiling, led by a government official/celebrity and the artist.
- **Community stage:** Local musicians, poets and dance groups performing throughout the event.
- **“Future district” preview:** Display boards and renderings illustrating the timeline for upcoming murals. Announcement of the location and artist for the next big mural(s).
- **Resident engagement booth:** SSCIA volunteers share information about corridor improvements and how residents can get involved.
- **Visual brand presence:** Branded signage, banners, chalk murals and projection lighting reinforcing the new logo and color palette.
- **Video capture:** Film the event for recap, press distribution and future digital storytelling.

### Promotion tactics:

- Social media event pages and geo-targeted ads.
- City and partner email newsletters.
- City Pulse and local press.
- Direct mail postcards to corridor households.
- Press release and media advisory one week prior.

### Post-event (Summer 2026):

**Objectives:** Sustain interest and invite continued community participation.

### Key tactics:

- **Event recap video:** 60-second highlight reel distributed on social and landing page.
- **Earned media follow-up:** Post-event coverage focusing on turnout, mural unveiling, impact and community quotes.



- **Monthly newsletter:** Updates on mural progress, volunteer stories and upcoming events.
- **Street sign installation:** Permanent branded signage reinforcing corridor identity.
- **Resident feedback survey:** Capture feedback and suggestions for future murals and events.
- **Ongoing content series:** “Faces of the Mural District” featuring residents and artists telling personal stories of connection.

**Success factors:**

- **Authenticity:** Messaging and visuals feel grassroots, not promotional.
- **Visibility:** Art and storytelling extend beyond digital spaces into physical presence along the corridor.
- **Participation:** Residents, artists and partners each see themselves reflected in the event.
- **Momentum:** Event becomes a beginning, not a one-time celebration.

## 6. Channel Plan

The focus will lean toward earned, shared and owned media, with selective paid support to boost visibility during key milestones.

**Paid media:** Limited, strategic amplification to increase visibility leading into and around event.

**Objective:** Drive event attendance and awareness among local residents within the Lansing region.

**Tactics and channels:**

- **Social ads (Meta and Instagram):**
  - Geotarget 10-mile radius around Lansing.



- Creative mix: Short video teasers, mural progress imagery and event countdowns.
- Objective: Reach and engagement. Call to action to RSVP or follow for updates.
- **Local print and digital sponsorships:**
  - City Pulse event insert or online banner leading up to event weekend.
- **Outdoor:**
  - Temporary banners or posters placed at corridor intersections and partner businesses.
- **Boosted video recap (post-event):**
  - Promote recap video one to two weeks after event to extend reach beyond attendees.

**Earned media:** Primary awareness driver. This tactic focuses on storytelling and local pride.

**Objective:** Generate sustained news coverage that highlights the Mural District's artistic and community significance.

**Tactics and channels:**

**Pre-event storytelling:**

- Feature articles profiling the inaugural muralist: background, personal story and connection to the community.
- “Inside the Making of the Mural District” story pitch emphasizing public art’s role in revitalization.

**Media partners:** Lansing State Journal, 517 Business, WKAR, WLNS, FOX 47, WILX, City Pulse, Michigan Radio, etc.

**Press materials:**

- Press release for the event.



- Media advisory for week of event.
- Event-day media kit: artist bios, mural meaning, visuals and quotes.

**Event coverage:**

- Dedicated media tent or check-in point at the block party.
- Live interviews with muralists, SSCIA representatives and residents.

**Follow-up coverage:** Post-event success stories: community impact, attendance and further mural announcements.

**Shared media:** Organic amplification through partners and attendees.

**Objective:** Empower residents and local partners to share and amplify the Mural District story online.

**Tactics and channels:**

**Community hashtag:** #MuralDistrictLansing. Encourage use across resident posts, artist updates and media coverage.

**Partner amplification:** Cross-posting by the city of Lansing, the arts council, local schools and business associations.

**User-generated content campaign:** Invite attendees to share photos of their favorite mural moments or “before and after” views.

**Live event coverage:** Real-time Instagram Stories, Facebook Live and artist interviews.

**Artist takeovers:** Short, scheduled “behind-the-wall” series from muralists showing the process.

**Owned media:** Central storytelling and ongoing engagement.

**Objective:** Create and maintain a consistent home for the Mural District brand and its evolving story.



**Tactics and channels:**

**Landing page:**

- Serve as a primary hub for event details, mural updates, grant info and newsletter signup.
- Include artist bios, map of future mural locations and embedded video content.

**Email newsletter:** Monthly updates highlighting corridor progress, community features and upcoming opportunities.

**Social channels:**

- Facebook: Informational hub. Events, media recaps, calls for volunteers.
- Instagram: Visual storytelling. Murals, behind-the-scenes art, resident faces.

**Video:** 60-second event recap for long-term archival and sharing.

**Print collateral:** Handouts, event programs or QR-coded flyers available at the event.

**7. Timeline and Milestones**

Phase	Deliverables
<b>Q1 2026 — Call for artists</b>	<ul style="list-style-type: none"><li>• Distribution of call for artists message across digital platforms, social media, website and PR outlets.</li><li>• Landing page live with signup form.</li></ul>



<b>Q2 2026 — Build awareness and pre-event engagement</b>	<ul style="list-style-type: none"> <li>• Artist announced and earned media pitches begin.</li> <li>• Paid and organic social push.</li> <li>• Direct mail/flyers distributed locally.</li> <li>• Press features and mural progress stories released.</li> <li>• Vendor and permit logistics confirmed.</li> </ul>
<b>June 2026 — Event</b>	<ul style="list-style-type: none"> <li>• Block party and mural reveal.</li> <li>• Media coverage and live social content.</li> </ul>
<b>Q3 2026 — Post-event sustain</b>	<ul style="list-style-type: none"> <li>• Recap video published.</li> <li>• Follow-up earned media coverage.</li> <li>• Monthly newsletter launches.</li> <li>• Street signage installation.</li> <li>• Community survey deployed.</li> </ul>

## 8. Measurement

### Key performance indicators:

Category	KPI	Goal	Measurement method
<b>Event participation</b>	Block party attendance.	200 to 300 attendees.	Headcounts, video/drone footage.
<b>Media visibility</b>	Earned media stories and mentions.	Six to 10 local and regional placements.	Coverage tracking and media monitoring.
<b>Digital awareness</b>	Website visits and unique users (Q1 to Q2 2026).	2,000-plus.	Google Analytics.
<b>Social engagement</b>	Follower growth and engagement rate.	3% to 5% engagement rate on Facebook; 25% or	Platform analytics.



		more increase in followers.	
<b>Community participation</b>	Newsletter signups, form fill inquiries, volunteer applications.	100-plus.	Form submissions on website.
<b>Partnership activation</b>	Number of local businesses and organizations involved.	20-plus partners.	Partnership tracking.



## **Saginaw Street Corridor Improvement Authority (SSCIA) Mural Program**

### **Program Overview**

The SSCIA Mural Program partners with local businesses to bring vibrant, large-scale murals and other art projects to the West Saginaw Street corridor. By showcasing the work of local artists, the program aims to energize the corridor, celebrate creativity, and establish West Saginaw Street as Lansing’s official **Mural District**.

Through this initiative, the SSCIA provides funding and resources, including connections to local muralists and artists, to support businesses interested in hosting projects on their properties.

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### **Eligible Applicants**

To qualify for the SSCIA Mural Program, applicants must meet all of the following:

- Be a **business or organization located within the SSCIA boundaries**. Confirm eligibility here: [Saginaw St. Corridor](#)
- Be in **good standing** on all City of Lansing, State of Michigan, and federal taxes.

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### **Mural Sponsorship**

Businesses may apply for **\$5,000–\$20,000** in funding to sponsor the installation of a mural. Awards are intended to cover **artist compensation and materials**. Any additional expenses are the responsibility of the business.

Applicants may:

- Recruit their own artist, **or**
- Request SSCIA’s assistance in hosting a **call to artists** in partnership with the Arts Council of Greater Lansing.

All mural concepts must be presented to the SSCIA during a monthly board meeting. The SSCIA reserves the right to deny funding for projects that do not align with the Authority’s goals and vision.



## **Application Process**

1. **Submission** – Complete the application, including a project proposal, detailed budget, and required documents.
2. **Review** – SSCIA evaluates all eligible applications.
3. **Interview** – Selected applicants may be invited to present at a board meeting.
4. **Selection** – Awards are determined based on application scoring and available funding.
5. **Award Agreement** – Awardees will receive a grant agreement outlining the terms and conditions.

## **Artistic Content**

### **Allowed:**

- Original works/ design.
- Art that reflects or celebrates community identity, culture, history, or aspirations.
- Positive, inclusive themes that contribute to neighborhood pride and vibrancy.
- Creative interpretations of place (abstract, representational, cultural, or nature-inspired).

### **Not Allowed:**

- Copyrighted material or imagery without documented permission.
- Obscene, sexually explicit, or violent imagery.
- Content that promotes discrimination, hate, or political campaigns.
- References to illegal activity or substances such as alcohol, tobacco, and cannabis.

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### Property Owner Acknowledgements

- ✓ I have found a professional muralist or artist to complete my project.
- ✓ I will only use the funding provided for materials and artist compensation.
- ✓ I will plan and manage my project to complete it by the agreed-upon due date.
- ✓ I will conduct my project in alignment with the program's guidelines.
- ✓ The Mural will be installed to maximize visibility on the Saginaw St. corridor.
- ✓ I agree to give the SSCIA and its partners the proper acknowledgment for their contribution to the project.

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\*property owner's name\*

Property Owner Signature (by signing, I acknowledge and agree with the terms above)

### Artist Acknowledgements

- ✓ I am committed to providing a high-quality and creative project.
- ✓ I will plan and manage my project to complete it by the agreed-upon due date.
- ✓ I will conduct my project in alignment with the program's guidelines.
- ✓ I agree to give the SSCIA and its partners the proper acknowledgment for their contribution to the project.

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\*Artist's name\*

Artist Signature (by signing, I acknowledge and agree with the terms above)

## MURAL/ART SPONSORSHIP AGREEMENT

This Agreement, made this \*\* day of \*\*, 2026, by and between the SAGINAW STREET CORRIDOR IMPROVEMENT AUTHORITY, a City of Lansing development authority overseeing the strategic development of the Saginaw Street corridor. (“SSCIA”) and ----- (“SPONSOREE”);

### PRELIMINARY RECITALS:

A. WHEREAS, the SPONSOREE seeks to acquire and display public art on its property located in the Saginaw Street corridor: [property address]. (“Location”).

B. WHEREAS, the SSCIA, in partnership with the City of Lansing and the Lansing Economic Development Corporation (Lansing EDC), will provide \$\*\*\*\* in sponsorship funding to help cover the sponsoree’s artist compensation and materials to install the mural/art.

C. WHEREAS, on \*\* \*\*\*, 202\*, SSCIA met with the SPONSOREE to receive and consider the public art proposals to be hosted on the SPONSOREE’s property along the Saginaw St. corridor

NOW THEREFORE, in consideration of the foregoing recitals, the parties mutually agree as follows:

1. The Sponsoree shall work with the review committee to finalize their public art proposal based on their initial submission and the committee’s feedback. The final version of the proposal must be a unique design of public art that corresponds with the review committee’s standards. The board expects regular updates on the project, specifically at the monthly board meeting if the project’s completion time is more than 6 weeks.

2. The public art shall meet all criteria identified in the project guidelines and the Sponsoree’s proposal. The LANSING EDC and its partners reserve the right to reject all materials and components that fail to meet those criteria.

3. The contract price for one proposal shall be a maximum of \$20,000 for each proposal selected. It is understood that this price is “all-inclusive” and shall be used to fund the Sponsoree’s art materials and artist compensation for the approved project.

4. The contract price for this project is \$\*\*\*. Any expenses beyond this amount are the responsibility of the Sponsoree.

5. Payment shall be made by the SSCIA to the Sponsoree as follows:

6. The SSCIA will provide 50% of the contract price \$\*\* after the approval and acceptance of the final version of the public art proposal. Once approved, the artwork can be installed by the artist.

7. “Final payment” for the purposes of this Agreement shall be considered at such time as the Sponsoree submits the final version of their proposal, where the project is at least 80% complete. The SSCIA will review the installed art and, once approved, will issue the final payment.

8. While performing all services pursuant to this agreement, the Sponsoree and their artist agrees to comply with all federal, state, local, and LANSING EDC safety rules and regulations, including MIOSHA “Right to Know” obligations, MCL 408.1001 et seq. As such, the Sponsoree, its agents, employees or subcontractors enter upon LANSING EDC, SSCIA, and City of Lansing property at their own risk and waive any and all liability associated with injuries sustained on affiliated partner’s property.

9. Title and risk of loss of the public art proposal will remain with the Sponsoree until the art is accepted, funded, and installed, after which, the title to the work and risk of loss shall be vested in the LANSING EDC and its partners. After installation by and acceptance by the LANSING EDC, the Sponsoree retains responsibility only as set forth below in paragraph 17.

10. Upon execution of the Art Purchase and Installation Agreement, the LANSING EDC its partners shall acquire all rights to publish photographs or renderings of the work for all media, marketing and fundraising purposes.

11. Upon acceptance of the completed work and installation, and final payment, the SSCIA and its partners shall acquire all rights of the work, including all rights to copy and reproduce the work and to publish photographs or renderings of the work for all media, etc. The Sponsoree shall retain a limited non-transferable license to reproduce images of the completed work for the purposes of use in the Sponsoree’s professional portfolio of work.

12. For a period of one (1) year after final installation and acceptance by the LANSING EDC, the Sponsoree guarantees:

- a. Performance shall be in accordance with the specifications or as otherwise specified in this Agreement.
- b. The Sponsoree further warrants that the art shall be free from defects in title, design, material, fabrication and workmanship, shall confirm strictly to any

applicable samples and to specification, drawings and other descriptions incorporated herein, and shall be suitable for their intended purposes.

13. The Sponsoree shall, to the fullest extent allowed by law, defend, indemnify, and hold harmless the SSCIA, LANSING EDC, its partners, and the City of Lansing, their respective officers, agents, employees and insurers against any liability, loss, damage, demand, governmental action, citation, cause of action, or expense of whatever nature (including costs of defense, settlement, court costs and attorney's fees which may result from any loss, injury, death, or damage (including environmental harm) allegedly sustained by any person, firm, corporation, or other entity, which arises out of or is caused by any act or omission of the Sponsoree, its officers, agents, or employees in connection with or in any way arising out of this Agreement. The Sponsoree's obligations under this paragraph shall survive the expiration or termination of this Agreement.

14. The sole source of funds from which the LANSING EDC shall be obligated to pay the contract price under this Agreement shall be the funds being made available by the Saginaw Street Corridor Improvement Authority and the LANSING EDC. The Sponsoree shall provide LANSING EDC with such information regarding the Sponsoree and/or the work as may be reasonably required to ensure compliance with the terms of payment.

15. This Agreement is the entire understanding of the parties hereto and may not be changed except by written instrument signed by all parties to the agreement.

16. Time is of the essence with respect to performance under this Agreement. The date for submitting the final version of the public art proposal must be coordinated with the SSCIA and can take place without penalty to the Sponsoree on a date between \*\*\*\*\*, 2026 to \*\*\*\*\*, 2026 subject to the discretion and approval of the SSCIA. The date of submission can only be extended by a written amendment to this Agreement executed by both parties hereto, or based on any other provisions in this paragraph permitting an extension.

17. Neither the LANSING EDC nor Sponsoree shall be held responsible for any delay or default caused by fire, act of God, riot, terrorist act, other violent act, war, or flood where such cause was beyond the delaying or defaulting party's reasonable control. However, the Sponsoree shall make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance or its obligation under this Agreement.

18. The Sponsoree shall be, for all purposes, an independent contractor and not an employee or agent of the SSCIA or the LANSING EDC. The Sponsoree shall not hold itself out as an agent of the LANSING EDC or the City of Lansing.

19. This Agreement shall be construed according to the laws of the State of Michigan, Ingham County. If either party alleges a breach of this agreement, said dispute may be submitted to a mediation panel mutually agreed to by parties for resolution of said dispute.

**PURCHASER:**

Saginaw Street Corridor Improvement Authority

By \_\_\_\_\_  
[name]

**SPONSOREE:**

By \_\_\_\_\_  
[name]

**SPONSOREE'S ARTIST**

By \_\_\_\_\_  
[name]

DRAFT