

# DLI Board Meeting

February 12, 2026, | 11:30 am

215 S. Washington Square Ste. 100, Lansing, MI 48933

## Agenda

### 1. Call to Order:

### 2. Citizen's Comments (items not on the agenda) – None

*The public may comment for up to three minutes.*

### 3. Correspondence:

### 4. Consent Agenda Approvals

- Agenda February 12, 2026
- Minutes from January 8, 2026
- Committee Reports
- Monthly Financials – J. Durham

### 5. Old Town Updates:

### 6. Reports

- Director Report
- President's Report

### 7. Action/Discussion Items

- Assessment Revenue & Budget
- Advent House Quarterly Update
- Committee Projects for FY 2026:
- LEO Talent Grant Updated Scope

### 8. New Business:

### 9. Adjourn DLI Board Meeting (Motion Required for Adjournment):

#### Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Kris Klein, *Member*
- Jesse Flores, *Member*
- *Open Seat, Member*

Board Advisors: Peter Spadafore, James Lenon

# DLI Board Meeting

January 8, 2026 | 11:30 am

215 S. Washington Square Ste. 100, Lansing, MI 48933

**Members Present:** J. Estill, J. Hinze, K. Klein, J. Pugh, J. Flores

**Members Absent:** J. Durham, K. Tomac, A. Rusek – arrived late

**Board Advisors Present:** James Lenon, Peter Spadafore

**Staff Present:** C. Edgerley, J. Markam, Kate, Mario

**Guests Present:** Julie Lawton-Essa, Eric Helzer, Chelsea Dowler

## Minutes

**1. Call to Order:** Meeting called to order at 11:34 a.m. by J. Estill

**2. Citizen's Comments (items not on the agenda):** None

**3. Correspondence:** Email received from a concerned citizen who was repeatedly approached by unhoused individuals asking for money. C. Edgerly shared that this communication was also shared with our Downtown CPO, LPD, Advent House, Mayor's Office and City EDP Department.

**4. Motion to move Discussion/Presentation from Capitol Walk Apts. Up on the Agenda:** The Lawton Group and Eric Helzer attended to give a presentation on a proposed apartment development on the west side of Downtown. Discussions were held on increased costs for development compared with sister projects. Utilizing some surface parking as part of it and saw cost savings. Costs of rent will be income based. Construction begins this year and is expected to be completed in two years. Public outreach like today's presentation is a requirement as is their investment for the Brownfield policies. This presentation aimed to review how the project could benefit the community as a whole. Rental rates are based on workforce salaries and data. 124 "Workforce Units. The LEDC and developer identified the project was based on the Comprehensive Market Analysis conducted by DLI. Because of this the project scope was approved by MSHDA and the project leads thanked DLI for making the study public so they were able to use it.

Questions from Board members included:

Is there a plan for when construction is done – what is going up around it with commercial space encouragement. Market analysis recommendation was adding walkable food source. Chelsea brought up that CATA would be contacted about the route.

Developers brought up a situation with homeless situation and issues they have had in the past.

## 5. Consent Agenda Approvals

- November 13, 2025
- Minutes from October 2025 Meeting
- Committee Reports
- Monthly Financials – J. Durham

Motion by J. Flores to approve consent agenda. Second by J. Hinze

**6. Old Town Updates:** J. Lenon reported on Old Town updates: J. Lenon followed up on Old Town's December and the success of Krampus. PSD approval is going forward with expanded District B as approved by Council. Working on forming a committee to flow funds to the right spots. K. Klein expressed partnering. Fully executed MOU with DLI. The Lights over Turner installation is completed and has been well received. Upcoming events include:

-February 3<sup>rd</sup> is annual meeting and 3 open seats for board.

-Chocolate Walk is February 7<sup>th</sup>.

-Lumberjack Festival is on March 7<sup>th</sup> and being planned.

-J. Hinze asked how the approach to the dues v PSD assessment. J. Estill suggested reading the PSD ordinance with the MOU.

**6. Lake State Updates:** None

## 7. Internal Reports:

- **Director's Report:** DLI's Annual Report has been published and will be shared with council. Follows Michigan Main Street template. Will be distributed to all downtown merchants today or tomorrow by Mario. We will also share at the upcoming Business Huddle, share with donors, etc..

Professional Development is a priority of this organization and Board. Jenea will be attending the annual Main Street America conference in Tulsa, OK. If a board member wants to attend, talk to Cathleen. Additional training and information in the packet.

CSO Street Reconstruction: Staff and the City have been holding meetings with merchants monthly. We were recently informed that the planned CSO street reconstruction project is not taking place in 2026. A. Kilpatrick has agreement with Army Corps of Engineers, so reevaluating time and structures into 2028. Cathleen and Kate will meet with the City and Smith Group in two weeks to learn more about and discuss next steps. J. Estill asked when funds would be needed in order for CSO to proceed. Spadafore indicated bonds will be funded and it does not need to be rushed. What needs to be done for fiber/underground? Is there specific internet provider that would work with us? Edgerly responded that she will look into it as neither she nor P. Spadafore had the answer for that.

Policies and procedures: Jenae updated social media, crisis communications, AI and enews procedures. Motion to formally accept policies as presented in packet: J. Flores motioned, J. Pugh. Approved. J. Estill asked that they be added to web site for public review as well as on social channels as allowed.

- **President's Report:** J. Estill congratulated Edgerly on her Certified Economic Developer (CEcD) certification through the International Economic Development Council and requested we do an article and press announcements as well.

State of Downtown: Going into the 5<sup>th</sup> year. Requested discussion on whether it should continue and thoughts and opinions. Discussion held on combining with Evening of Excellence. Klein shared perhaps making it more interactive and changing formats.



## 8. Action/Discussion Items:

– **Smith Group Ongoing Services Proposal:** C. Edgerly shared that SmithGroup’s proposal originally was to lead CSO Washington Sq. sidewalk redesign on DLI’s behalf based on input from stakeholders during planning process as well as CMA. With the delay in CSO construction, C. Edgerly asked for an updated ongoing services proposal to help with design and construction projects as needed. Discussion held on asking for specific budget vs blank check, or no clear scope of services. If approved, they would provide a budget and cost on each item as it comes out, and project specific budgets would still be brought to the Board for review and discussion. This ongoing services proposal allows DLI to having plans in place for what is recommended and what can be done as Downtown, City and other projects come up for things like Waste disposal, alley improvements, etc. and having them on retainer.

J. Hinze Motioned to approve the proposal as put forth by SmithGroup: J. Flores 2<sup>nd</sup>. Motion approved unanimously.

–**Big Red Ball Recap:** Mario reported on success of Big Red Ball. Evening was financially successful as well as receiving good reviews and comments from attendees and donors. Event supported and included 20 local Lansing businesses. Host committee recap meeting is tomorrow. This year approximately \$12,000 increase of net profit. Goal was \$50k and net proceeds are \$51,895. Sponsorship raised was just under \$107,000. Board discussed questions for Host Committee to consider including how much more can we generate in sponsorship, efficiencies in costs, and what should we be looking at for this year.

–**Budget:** C. Edgerly presented the Draft FY 2027 Budget for Board consideration and feedback. Income is budgeted conservatively and expenses on the high end. Highlights in Income changes included Assessment from PSD boundaries expanded this year and will generate more income but will increase the amount submitted to OTCA. 18% of our budget is PSD dollars. Match on Main was discontinued. Design & Public Spaces: Adopt A Spot program is not generating donors or sponsorships. Business extension fees the Board voted a couple months ago to not collect fees – City is responsible for this. Discussions with Bronner’s about them decorating downtown and will continue working with them. Grant income is down from previous years as we continue to spend this down. Funds from grant are remaining and Edgerly is working with new City Treasurer regarding interest collected and general fund balance. Middle Village moved to DLPI.

**Expense Highlights:** Business Development Retention and Recruitment supports tenant improvement grants, and J. Durham asked Board to consider other programs to support local merchants. We can look at in February for what grant programs are being offered. Downtown Lighting – reallocating as it needs to be spent as grant funds for art or decorations. Information Technology: budgeted based on City needs and based on their formula.

Organization costs remain standard. Professional development is slightly reduced.

Personnel: Kept within budget and allowing for annual increases.

Promotions: general marketing and major event expenses.

No questions from board on draft budget. A. Rusek motioned to approve FY 2027 Budget and to submit to City and Council as presented. J. Hinze 2<sup>nd</sup>. Motion approved unanimously.

–**Main Street America Accreditation:** J. Estil shared that accreditation received with high achievements. They were impressed with historic preservation opportunities and this organization’s vision and ability to hire fundraising committee.

– **Board Officer Elections:** All current Board officers have agreed to serve again if elected. J. Estill asked for any other nominations. J. Pugh motioned to approve the current slate of Board officers as they currently stand as no additional nominations were made. Motion seconded by A. Rusk. Motion passed unanimously.



**9. New Business:** None

**10. Motion to Adjourn:** A. Rusek motioned to adjourn at 1:01 p.m. 2nd by J. Flores. Motion approved unanimously.



# Organization Committee

February 4, 2026, Minutes

8:00 a.m. via Zoom

**Present:** Alex Rusek, Jay Krammes, Melissa Cole

**Staff:** Mario Gonzales, Jenea Markham

## Agenda

**1. Call to order:** 8:11 AM

**2. Approval of January Meeting Minutes:** Alex motioned, Jay seconded.

**3. Volunteer Hours:** Jay (1 hour)

Melissa asked for anyone with volunteer hours to submit in the chat or report later. Chioma submitted two articles in January but was not present to share her hours.

## 4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, FEBRUARY 20)**
  - Downtown Egg-Stravaganza (Mario)
    - Mario explained the name change and rebranding
  - ii. Ways to get involved
    - DLI staff talked about getting businesses and organizations signed up for the candy giveaway along Washington Square.
  - iii. Volunteers
    - Mario urged the need for a substantial number of volunteers to get this event running and operating.
  - Business Huddle (DLI) – Lugnuts Stadium, The View (March 19)
  - Business of the Month: Capital Hottie (Jenea)
    - Capital Hottie was recently featured in a Lansing City Pulse article, so piggybacking off that publicity, DLI will be featuring them in March.
  - Resources available through DLI (Jenea)
  - DLI Internship opening (Mario/Jenea)
- **E-NEWS – (ARTICLES DUE FRIDAY, FEBRUARY 20)**
  - Capital City Film Festival (first week of April) (Alex)
  - Downtown Egg-Stravaganza (aka Bunny Hop on the Square) – Saturday, April 4 (Mario)
    - i. About, sponsorships, volunteer opportunities
  - Business of the Month: Capital Hottie (Jenea)
  - Volunteer of the Month: Tony Beyers (Jenea)
    - Staff explained the selection of Tony for his work organizing the BrrrCrawl on February 21. No committee members felt comfortable writing a piece about him, since there is not much familiarity.
  - History of Lugnuts – opening day (Jay)

- i. 30-year anniversary
- o Women's History Month (Jenea)
  - i. RAD Women of Lansing
  - ii. Summary and donor opportunities
- o Historic Downtown: Masonic Temple Building OR (formerly) Lansing City Market/Lansing Shuffle Building (Jay)
  - Jay shared that he enjoyed writing pieces for the Historic Downtown features. He also recently read the book 'Out of a Wilderness: An Illustrated History of Greater Lansing' by Justin L. Kestenbaum and how that aligns with this storytelling.
- o Brainstorming:
  - i. Family friendly activities during winter
    - The group brainstormed about features to include in the Springtime newsletters. They thought that including information about upcoming summer family-friendly and free events would be well received.

## 5. Social Stats:

### Facebook

- Followers: 12,415
- Key Organic Metrics:
- Impressions: 94, 476
- Engagement rate: 4.3%
- New Follows: 89
- Post Clicks: 1.4K
- Shares: 57
- Comments: 64
- Post Reactions: 1.4K

### Instagram

- Followers: 13,455
- Key Organic Metrics:
- Views: 68.7K
- Engagement rate: 1%
- New Follows: 21
- Content Interactions: 625
- Total Reach: 4.7K

## 6. DLI Updates (staff):

### Business Development Committee Updates:

Recruitment is still actively happening. The Business Development Committee has identified a list of potential candidates and is doing outreach.

### Design & Public Spaces Updates:

RAD Women of Lansing is moving forward. More details to come. Interactive webpage/application is also being launched.



**Promotion Updates:**

Sub-committee for the Bunny Hop on the Square (now called Downtown Egg-Stravaganza) has started planning for the April 4 event. Volunteers are needed!

**7. Adjourn:** 8:45 AM – Alex motioned, Jay seconded.





**Downtown  
Lansing Inc.**

# Promotions Committee

January 14, 2026 at DLI Office | See email or calendar invite for virtual link

**Committee Members:** Melik Brown, Tony Beyers, Mary Tosach, Josh Watson (Guest), Dana Kromer, Stephanie Van Koevering

**Staff Members:** Jenea Markham, Mario Gonzales

## Agenda

### 1. Call to order: 4:05 PM

Chair Malik Brown called the meeting to order following brief technical difficulties. Malik introduced himself as the new Promotions Committee Chair and shared his commitment to running meetings with respect, collaboration, and inclusivity.

**2. Approval of November Meeting minutes:** The November meeting minutes were reviewed. A spelling correction to Toshick's name was noted. The minutes were approved with the correction.

### 3. DLI Updates from other Committees & Board (Jenea & Mario)

- Organization: Updates on current project and timeline for 2026.
- Business Development:
  - DLI will receive technical services from Michigan Main Street beginning in 2026.
  - The Business Huddle is scheduled for January 15, with additional dates planned.
- Design & Public Spaces:
  - Ongoing work on the Radical Women of Lansing history and art installation.
  - Exploration of year-round décor for downtown public spaces.
- Board
  - Budget season has begun; final adoption is expected in May.
  - PSD District B boundaries expanded in Old Town.
  - Budget timelines should be considered for new events.

### 4. Promotions Committee Projects

- A. BrrrCrawl (Tony)
  - a. Eight participating locations.
  - b. \$500 sponsors needed for lanyards and scarves.
  - c. Non-alcoholic options encouraged.
  - d. Volunteers needed to staff locations.
- B. Bunny Hop & Easter Egg Hunt on the Capitol Lawn (Mario)
  - a. Family-focused event with returning partners.
  - b. Planning team of at least five members needed.
  - c. Approximately 10,000 eggs to be stuffed in advance.
- C. Trick-or-Treat on the Square – Event Lead and Planning Team Needed



- a. Approximately 3,400 attendees last year.
  - b. Volunteer lead and planning team needed.
  - c. Early planning emphasized.
- D. Updates on Other Potential Events

**5. Volunteer Recruitment for this Committee:** Brainstorm potential members & outreach. Invite to next meeting.

**6. New Business:** N/A

### **7. Action Items**

- Contact Gillespie Group regarding BrrrCrawl sponsorship
- Coordinate Radical Women of Lansing list with Design & Public Spaces Committee
- Follow up with potential BrrrCrawl sponsors
- Print and distribute BrrrCrawl posters
- Convene Bunny Hop planning team
- Organize Eggstravaganza egg-stuffing logistics
- Finalize and post DLI intern job description
- Send BrrrCrawl one-sheet to requested contacts
- Publish BrrrCrawl event page and Eventbrite registration
- Recruit and schedule BrrrCrawl volunteers
- Share selected Radical Women of Lansing honorees
- Share pedestrian safety concerns with City planners
- Correct spelling error in November meeting minutes

**7. Adjourn:** 5:05 PM



# Design and Public Spaces Committee Minutes

January 29, 2026

4:00pm

DLI Office (215 S. Washington Square, #100)

**Members Present:** Dennis Louney, Kara Jueckstock, Bob Rose, Audrey Brayton, Rachel Beatty

**Guests in Attendance:** Dave Canfield, Becky Brewer

## Introductions

**Call to Order:** Meeting was called to order at 4:09p

**Volunteer to take Minutes:** Kate

**Approval of October Minutes:** Motion by Bob, support from Kara to approve the October 2025 meeting minutes. Motion Carried.

**Volunteer Hours from Last Month:** 48 hours reported

**DLI Board and Committee Updates:** Kate provided an update on board activities, including budget preparation and Fundraising Retreat, stressed importance of fundraising on overall DLI budget.

Business Development is working on new business recruitment strategies and with assistance from AI developing target lists based on information determined by the Comprehensive Market Analysis.

Finalized Business Huddle dates for 2026 (3<sup>rd</sup> Thursday of each month) and now securing locations and speakers for each event.

Promotions is planning events for spring and summer including Bunny Hop on the Square/Capitol Lawn Easter Egg Hunt, a possible artisan market in conjunction with Live Music Thursdays.

Organization is working on newsletters for both merchants/stakeholders and regular e-news distribution to all interested subscribers. Committee continues to look for new ways to attract volunteers and share the word about DLI and Downtown Lansing.

## Subcommittee Updates:

**Beautification/Adopt-a-Spot:** Dennis provided background information on the project. Dennis, Kara, Kate and Jenea (DLI Marketing Specialist) will meet separately to discuss the project timeline, double check adoptable spots, and create a marketing campaign to improve participation. Kara demonstrated the new interactive spot reservation map and the committee discussed ways to make improvements.

Last year's event was the same day as river clean up, and afterward everyone met at Lansing Shuffle for some social time and refreshments. Complimentary Lugnuts tickets were offered to all participants in this project last year, as well.

## **Art & Architecture: Explore Downtown Lansing Web Tool Update**

Kara demonstrated the tool for guests. Committee brainstormed the best way to advertise accessibility features, ie. a map with disabled parking. The historic architecture team meets soon and will begin the work of adding buildings to the tool, as well. Kara would like to get analytics set up before app launch. Looking into a way to connect the business google listings to the app, so that the merchant's hours are updated in real time (or as often as they update their listing.) Kara will research and report back at next meeting.

**RAD Women of Lansing Project:** Rachel & Bob explained project to guests and explained that in their last meeting the committee made final decisions regarding the location of boxes and honorees, to try and match the women up with locations that may represent their accomplishments or get close. Kate covered a meeting held with Tiffany at Le Fille Gallery to start the process of commissioning a sculpture as part of this project. Staff is fairly confident the required funds to create the sculpture can be raised through donations and possible crowdfunding. Bob mentioned that we are still looking for more artists for this project and potentially ARTery Alley.

**ARTery Alley:** Bob explained the project. Next step to bring ideas together and talk to artists about creating murals, including a pair of wings. Other ideas for fun integration, like colorful stones in the pavement, day-glo paint on the buildings, so that the alley is fun and safe at night.

**New Business:** None

Meeting adjourned at 5:15pm.

**Next Meeting: Thursday, February 26, 4:00p at [Lansing Shuffle](#)**

# Downtown Lansing Inc

## Budget vs. Actuals:

### DLI General Fund

January Financials

|                                 | January                | YTD                    | Budget                 | % of Budget    |
|---------------------------------|------------------------|------------------------|------------------------|----------------|
| <b>Revenue</b>                  |                        |                        |                        |                |
| Assessment Transfer Income      | 0.00                   | 375,663.13             | 486,800.00             | 0.00%          |
| Total Grant Income              | 0.00                   | 171,800.00             | 1,870,000.00           | 9.19%          |
| Match on Main                   | 0.00                   | 0.00                   | 25,000.00              | 0.00%          |
| Misc Income                     | 0.00                   | 552.47                 | 1,000.00               | 55.25%         |
| Business Development.           | 0.00                   | 7,600.00               | 7,200.00               | 105.56%        |
| Middle Village                  | 400.00                 | 38,900.00              | 80,000.00              | 48.63%         |
| Organization                    | 0.00                   | 6,000.00               | 5,000.00               | 120.00%        |
| Promotions                      | 0.00                   | 95,308.97              | 110,000.00             | 86.64%         |
| Design & Public Spaces.         | 0                      | 16,800.00              | 90,000.00              | 18.67%         |
| Operations Transfer             | 0.00                   | 0.00                   | 85,000.00              | 0.00%          |
| <b>Total Revenue</b>            | <b>\$ 400.00</b>       | <b>\$ 712,624.57</b>   | <b>\$ 2,760,000.00</b> | <b>25.82%</b>  |
| <b>Expenditures</b>             |                        |                        |                        |                |
| Salaries                        | 26,147.72              | 198,108.78             | 400,000.00             | 49.53%         |
| Fringes                         | 2,000.28               | 14,579.59              | 26,510.00              | 55.00%         |
| Information Technology          | 3,284.00               | 22,988.00              | 39,404.00              | 58.34%         |
| Misc. Operating                 | 27,416.12              | 304,752.17             | 634,586.00             | 48.02%         |
| Business - Match on Main        | 0.00                   | 0.00                   | 25,000.00              | 0.00%          |
| Business Development            | 0.00                   | 99,035.56              | 806,460.00             | 12.28%         |
| Middle Village Micro Market     | 3,917.00               | 27,737.15              | 72,000.00              | 38.52%         |
| Design & Public Spaces          | 0.00                   | 17,745.39              | 553,500.00             | 3.21%          |
| Organization                    | 712.20                 | 18,457.59              | 27,440.00              | 67.27%         |
| Promotions                      | 7,363.31               | 82,807.57              | 175,100.00             | 47.29%         |
| <b>Total Expenditures</b>       | <b>\$ 70,840.63</b>    | <b>\$ 786,211.80</b>   | <b>\$ 2,760,000.00</b> | <b>28.49%</b>  |
| <b>Net Operating Revenue</b>    | <b>-\$ 70,440.63</b>   | <b>-\$ 73,587.23</b>   | <b>\$ 0.00</b>         |                |
| <b>General Fund</b>             | <b>\$ 2,400,209.14</b> | <b>\$ 2,403,355.74</b> | <b>\$ 500,000.00</b>   |                |
| <b>Net General Fund Balance</b> | <b>2,329,768.51</b>    | <b>\$ 2,329,768.51</b> | <b>\$ 500,000.00</b>   | <b>465.95%</b> |

## FEBRUARY 2026 DIRECTORS REPORT

**Upcoming Events:** Please mark your calendars and plan on attending, volunteering, or supporting the following upcoming events:

- **Middle Village Galentine’s Day Celebration:** Thursday, February 12 starting from 5–7p.m.
- **Downtown Business Huddle:** Thursday, February 19 at 8:00 a.m. at the DoubleTree Hotel
- **BrrrCrawl:** Saturday, February 21 4:00–9:00 p.m. at Downtown restaurants, breweries and distilleries. We still need 6 volunteers for this event.
- **Upcoming State of Downtown** – Stay tuned for a Save the Date. This event is planned for April
- **Downtown Egg-Stravaganza:** Saturday, April 4. 20 volunteers are needed on the day of the event. We also need help stuffing eggs in preparation for the event. See Mario for more information.

**Annual Fundraising Packet:** Thanks to all who were able to make the Fundraising Retreat in January. We anticipate having the fundraising packet complete by the end of February for full distribution. The DLI Board Executive Committee also discussed having volunteer Host Committee members from the Big Red Ball serve in a broader capacity if they are willing – on a year-round Donor Team. We will provide further updates at future meetings. In the meantime, if you or someone you know would like to be part of the Big Red Ball Host Committee, we kick-off our first meeting on Thursday, March 19 at 4:00 p.m. Please let Mario or Cathleen know if you’re interested.

**Middle Village Cohort 2026–2027:** The Shops at Middle Village have started to recruit for the 2026–2027 cohort Priority businesses for this year’s cohort include those looking to sell soft goods—like clothing, books, candles, home décor, jewelry, art, pre-prepared and packaged food.

The 12-month accelerator program offers reduced rent, business education, marketing and social media support, mentorship, and more—all designed to provide a shared space, and networks to support businesses looking to grow into thriving brick-and-mortar shop. To date, we have 6 business graduates who have opened their own storefronts including A Novel Concept, Capital Hippie, Sweet Encounter, Sylvia’s Sudsery, Nubian, and Capital City Sweets.

Applications are now being accepted through March 1st, 2026.

**Michigan’s Downtown & State of Downtown:** At past Board meetings we discussed whether or not to continue with annual State of Downtown events. Feedback included ideas centered around a more interactive State of Downtown, major updates, and convening those who could further spread the Michigan’s Downtown message. At this point we plan to hold the State of Downtown as an interactive group discussion in April, convening local leaders to discuss Downtown Lansing’s role as Michigan’s Downtown and how that furthers our advocacy and the State’s need to provide dedicated funding support to Michigan’s Downtown and the Capital City.

# MARKETING REPORT DLI JANUARY 2026

## DLI Google Analytics

Active Users: 7.5K

How do they find us?

- Organic Search: 3.5K
- Direct Search: 3.3K
- Referral: 340
- Organic Social: 130
- Email: 3

Top Page Visits:

- Gun Show: 1.9K
- Home Page: 1.1K
- Events: 754
- Lansing Shuffle: 456

## Earned Media

Earned Media Placements:

- Online: 7
- Print: 1
- Broadcast: 2

Earned Media Impressions:

- 52,450,217

Earned Media

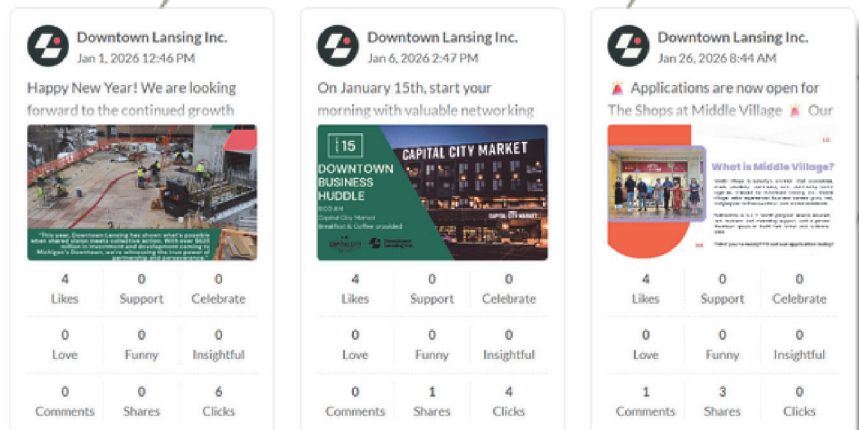
- Press Releases: 2
- Media Advisories: 0

## SOCIAL MEDIA

### LinkedIn

Key Metrics:

- Impressions: 19,120
- Engagement rate: 5%
- Post Clicks: 19
- Audience Growth: 21
- 121 Post Reactions
- 4 Comments
- 1 Repost



| Post Title   | Likes | Support | Celebrate | Love | Funny | Insightful | Comments | Shares | Clicks |
|--|-------|---------|-----------|------|-------|------------|----------|--------|--------|
| Happy New Year! We are looking forward to the continued growth | 4     | 0       | 0         | 0    | 0     | 0          | 0        | 0      | 6      |
| On January 15th, start your morning with valuable networking   | 4     | 0       | 0         | 0    | 0     | 0          | 0        | 1      | 4      |
| Applications are now open for The Shops at Middle Village      | 4     | 0       | 0         | 0    | 0     | 0          | 1        | 3      | 0      |

### Top Performing Posts

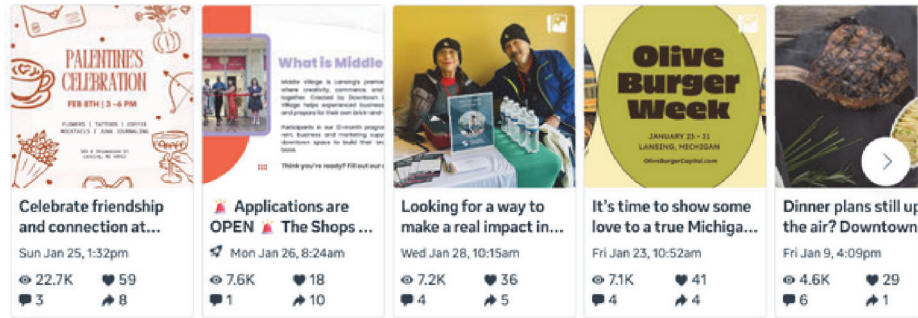
- Year Investment
- Business Huddle promo
- MV application open

## Facebook

Followers: 12,470

### Key Organic Metrics:

- Views: 136.6K
- Engagement rate: 8.2%
- New Follows: 71
- Link Clicks: 743
- Shares: 59
- Comments: 70
- Post Reactions: 957



### Top Performing Posts

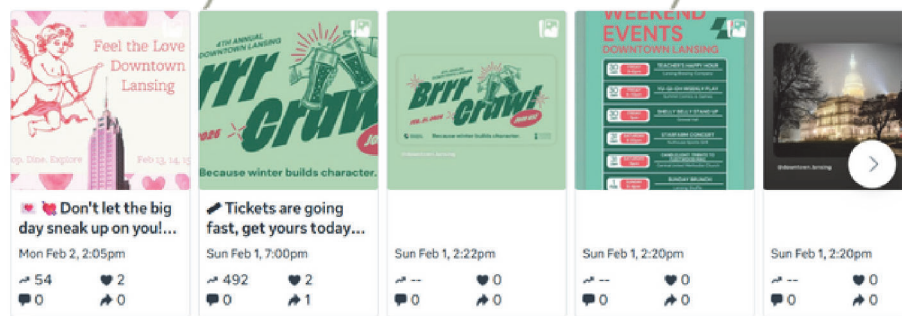
- Sparrow Bloom Valentine's event
- MV application open
- Volunteer promo
- Olive Burger Week promo
- Dinner plans promo

## Instagram

Followers: 13,460

### Key Organic Metrics:

- Views: 59.6K
- Engagement rate: 3.4%
- New Follows: 70
- Content Interactions: 545
- Total Reach: 4.6K



### Top Performing Posts

- Valentine's Wknd promo
- BrrrCrawl reminder
- BrrrCrawl promo
- Wknd Events post
- UGC submission

# MARKETING REPORT MIDDLE VILLAGE DECEMBER 2025



**MV Google Analytics**  
Active Users: 754

How do they find us?

- Direct Search: 457
- Organic Social: 168
- Organic Search: 75

Top Page Visits:

- Home Page: 405
- Application: 243
- The Shops: 233
- About: 53
- News & Events: 51

**Earned Media**

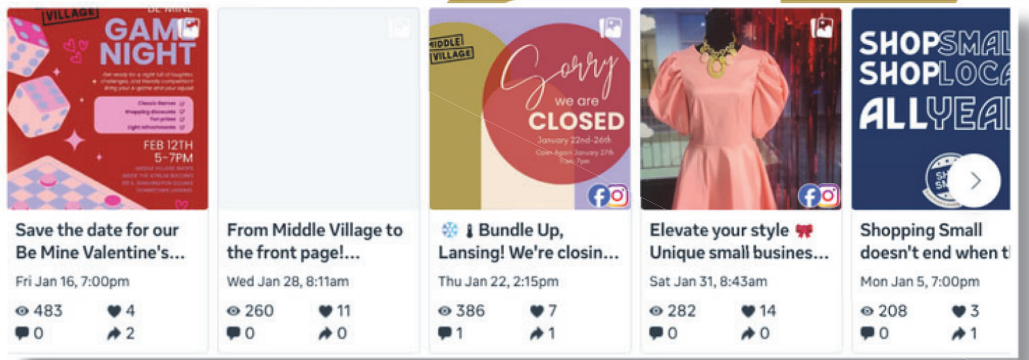
Earned Media Placements: 1  
Press Releases: 1

## SOCIAL MEDIA

**Facebook Followers: 1,943**

**Key Organic Metrics:**

- Views: 4.2K
- Interactions: 73
- New Likes: 8
- Link Clicks: 56
- Visits: 291
- Comments: 3
- Shares: 5



- Game Night promo
- Capital Hippie share
- Closure
- Weekend Shopping promo
- Shop Small

### Top Performing Posts



- Game Night promo
- Shop Small
- Closure
- Weekend Shopping promo
- Valentine's Day promo

**Instagram Followers: 1588**

**Key Organic Metrics:**

- Views: 908
- Visits: 20
- New Likes: 5
- Content Interactions: 42
- Total Reach: 347



February 9, 2026

743 N. Martin Luther King Blvd., Lansing, MI 48915 517-485-4722 [www.adventhouse.com](http://www.adventhouse.com)

AHM Street Outreach Activity/Outcome Report to Downtown Lansing Inc.

**GOAL:** Advent House Ministries, Inc. (AHM) Street Outreach Program has provided a team of trained street outreach specialists to serve the Downtown Lansing area for the past year. The goal of this service has been to identify issues of homelessness and follow up with interventions to address and resolve those issues.

**STAFF:** Our team includes 1 FT Street Edward Allen – Downtown and Michigan corridor Lansing; 1 PT CATA Outreach Staff: Elton Johnson (paid through contract with CATA); 1 PT CATA & 1 FT CADL Outreach Staff: Mark McIntyre (paid through contract with CATA and Capital Area District Library [CADL]). CATA and CADL Outreach Staff are located on-site at those locations; Lansing Downtown staff is mobile in the Downtown/Michigan corridor area.

**METHOD:** Street Outreach Team engages individuals/families who are found to be street homeless with the following services:

- Safety assessment for street homelessness situation
- Provision of necessary items for health and well-being (i.e. food, water, warm clothing, blankets, etc.), including evaluation of immediate physical/mental health issues with referral to medical or mental health assistance
- Referral to and assistance accessing shelter and housing resources

**PERSONS SERVED – 09-01-2025 through 12-31-2025:** Our Team has served the following number of individuals/families:

- 92 individuals in the Downtown Lansing/Michigan Corridor area
- 43 of those individuals frequented the Downtown Lansing business area during this period
- 7 of those individuals were assisted in obtaining and maintaining permanent housing
- 11 referrals for individuals/families to HRCS (Human Relations Community Services) for the Birth Certificate Referral Program were made and 6 individuals/families obtained their birth certificates.

**BUSINESS CONTACTS:** The Street Outreach Staff person has maintained regular contact with Downtown Lansing businesses and assisted with various situations, as needed. In

addition, 3 new businesses have been added to a contact list for regular engagement and a consistent relationship has been maintained with larger retailers, such as the downtown Meijer location. In the Downtown Lansing area, the street outreach staff has come across new locations at times with the same current or previous contacts as a result of the contacts being moved along.

### **STABILIZATION OF PEOPLE IS IMPORTANT:**

**CODE BLUE:** In the month of November 26, 2025- December 31, 2025 the city of Lansing declared a Code Blue due to extremely cold temperatures. Additional shelter space was needed for the homeless community. The City of Lansing and Letts Community Center provided a space for the Code Blue, but needed staffing. Advent House Ministries was able to provide adequate staffing for the duration of the Cold Blue. During that time we provided additional overnight services on average 60-75 plus individuals. Our street outreach efforts during this time paid much contribution to the individuals we served at the Letts Community Center by spreading the word and letting them know there was an additional safe and warm place to go during Code Blue.

**EMPLOYMENT PROGRAM:** Advent House Outreach Program has developed an Employment Program for individuals/parents that are experiencing homelessness looking for employment opportunities which will include the following services:

- Helping program candidate identify skills, trades, and/or previous work experience
- Helping program candidate develop a skills based resume
- Helping program candidate develop a cover letter
- Identify employers (including but not limited to felony friendly employers) - Mock Interviews
- On the job Interactive Conflict Resolution Training Module
- GED Programs (connecting individuals with GED Programs for them to obtain their certification)

In this reporting period Advent House has received 32 referrals into the employment program. The employment program has designed an orientation for the employment program. Since our employment orientation we've had 4 individuals find employment. When making contact with individuals/families we inform people of services that are available on the weekend at Advent House.

**SUGGESTIONS FORWARD:** AHM is able to provide a regular report to all businesses. Setting an agreed upon and reasonable timeframe for reporting will be helpful. A main contact for the Downtown Lansing and Michigan corridor business areas should be identified. AHM can provide a central email for any referrals or concerns, as well as contact information for the Street Outreach staff. Over the past 3 months, three businesses were referred to our program for intervention with a street homeless person or persons. In both cases the business did not contact

us directly when the issue was identified but only later when significant safety issues arose and law enforcement had been contacted. Neither of these businesses is located in the Washington or Michigan areas of downtown Lansing; both are east of that area and may not have been informed directly of the Street Outreach Program. The intervention of the Street Outreach Staff person was effective in both cases.

**DLI**

|                                 | <u>2025 Budget</u> | 2026 Budget  | YTD        | 2027 Budget  | Notes  |
|---------------------------------|--------------------|--------------|------------|--------------|--|
| Ordinary Income/Expense         |                    |              |            |              |  |
| Income                          |                    |              |            |              |  |
| Assessment Transfer Income      | 467,000.00         | 486,000.00   | 375,663.13 | 631,337.77   | This is based on January 2026 Assessors updated estimate.                                      |
| Business Development.           |                    |              |            |              |  |
| Business Huddle                 | 2,200.00           | 2,200.00     | 600.00     | 0.00         |  |
| Business Development. - Other   | 10,000.00          | 5,000.00     | 7,000.00   | 7,000.00     |  |
| Total Business Development.     | 12,200.00          | 7,200.00     | 7,600.00   | 7,000.00     |  |
| Business Match on Main          | 25,000.00          | 25,000.00    | 0.00       | 25,000.00    | This program was just announced to reopen  |
| Design & Public Spaces.         |                    |              |            |              |  |
| Adopt-a-Spot                    | 1,000.00           | 0.00         | 0.00       | 0.00         |  |
| Alleys and Park Activations     | 29,000.00          | 5,000.00     | 0.00       | 55,000.00    |  |
| Business Extention Permit Fees  | 0.00               | 100.00       | 0.00       | 0.00         |  |
| Clean Sweep                     | 2,000.00           | 2,000.00     | 1,000.00   | 1,000.00     |  |
| Community Seating & Art         | 10,000.00          | 25,000.00    | 0.00       | 30,000.00    |  |
| Downtown Decorations            | 50,000.00          | 50,000.00    | 0.00       | 0.00         | Changed as currently funds used to cover cost would come from grants or Big Red Ball donations |
| Downtown Flowers & Hang. Bask.  | 10,000.00          | 10,000.00    |            | 5,000.00     | sponsors covering costs  |
| Vacant-Community Spaces         | 0.00               | 0.00         |            | 0.00         |  |
| Design & Public Spaces. - Other | 0.00               | 0.00         | 0.00       | 0.00         |  |
| Total Design & Public Spaces.   | 102,000.00         | 92,100.00    | 1,000.00   | 91,000.00    |  |
| Grant Income                    | 2,500,000.00       | 1,870,000.00 | 171,800.00 | 1,000,000.00 |  |
| Middle Village                  | 50,000.00          | 80,000.00    | 38,170.00  | 0.00         |  |
| Misc Income                     | 1,000.00           | 1,000.00     | 33.51      | 500.00       |  |
| Operations Transfer             | 85,000.00          | 85,000.00    | 85,000.00  | 85,000.00    |  |
| Organization.                   |                    |              |            |              |  |
| Evening of Excellence           | 5,000.00           | 5,000.00     | 6,000.00   | 6,000.00     |  |
| Total Organization.             | 5,000.00           | 5,000.00     | 6,000.00   | 6,000.00     |  |

**DLI**

|   | <b>2025 Budget</b>  | <b>2026 Budget</b>  | <b>YTD</b>        | <b>2027 Budget</b>  | <b>Notes</b>  |
|---|---------------------|---------------------|-------------------|---------------------|---|
| <b>Promotions.</b>                      |                     |                     |                   |                     |   |
| Event Income                            | 60,000.00           | 110,000.00          | 95,733.97         | 135,000             | Sponsorship of events based on previous years and goals attained.                                       |
| <b>Total Promotions.</b>                | <b>60,000.00</b>    | <b>110,000.00</b>   | <b>95,733.97</b>  | <b>135,000.00</b>   |   |
| General Fundraising                     | 0.00                | 0.00                | 0.00              | 30,000.00           |   |
| <b>Total Income</b>                     | <b>3,307,200.00</b> | <b>2,680,300.00</b> | <b>781,000.61</b> | <b>2,010,837.77</b> |   |
| <b>Expenses</b>                         |                     |                     |                   |                     |   |
| Business - Match on Main                | 0.00                | 0.00                | 0.00              | 25,000.00           | This program will be reintroduced   |
| <b>Business Development</b>             |                     |                     |                   |                     |   |
| Business Huddle                         | 2,200.00            | 2,200.00            | 367.52            | 600.00              |   |
| Recruitment & Retention                 | 5,000.00            | 10,000.00           | 6,082.39          | \$8,000.00          | Reduced from \$10,000   |
| Downtown Digital Dollars                | 5,000.00            | 5,000.00            | 5,500.00          | 5,500.00            |   |
| <b>Total Business Development</b>       | <b>12,200.00</b>    | <b>17,200.00</b>    | <b>11,949.91</b>  | <b>14,100.00</b>    |   |
| <b>Design &amp; Public Spaces</b>       |                     |                     |                   |                     |   |
| Business Improvement Grants             | 430,500.00          | 610,000.00          | 83,898.95         | 400,000.00          | Was \$40,000. Updated to match income above.  |
| Art & Alleys                            | 9,000.00            | 75,000.00           | 2,293.06          | 30,000.00           | Covered through LEO Talent investment, City partnerships, Legenday Women sponsorships, window art       |
| Downtown Decorations                    | 3,000.00            | 6,000.00            | 2,800.00          | 30,000.00           |   |
| Flowers & Hanging Baskets               | 10,000.00           | 10,000.00           | 6,000.00          | 8,000.00            | Updated to include last year's costs for Hanging Baskets, Pots and perennials throughout District A     |
| Clean Sweep                             | 1,000.00            | 2,000.00            | 500.00            | 500.00              |   |
| Perennials                              | 10,000.00           | 10,000.00           | 1,550.00          | 4,000.00            | Will include \$3500-\$5000 based on last year's expenses  |
| Downtown Lighting                       | 150,000.00          | 150,000.00          | 0.00              | 0.00                |   |
| Irrigation                              | 1,000.00            | 1,000.00            | 1,656.90          | 1,700.00            |   |
| Mulch                                   | 0.00                | 10,000.00           | 5,000.00          | 10,000.00           | Last FY we applied \$10,000 of mulch, so Y 2026 will be a touch up. FY 2027 will be a full application. |
| Outdoor Seating                         | 15,000.00           | 15,000.00           | 855.00            | 1,500.00            |   |
| Park & Public Space Enhancements        | 40,000.00           | 75,000.00           | 0.00              | 0.00                |   |
| Trash Can Repair & Replacement          | 500.00              | 500.00              | 500.00            | 500.00              |   |
| <b>Total Design &amp; Public Spaces</b> | <b>670,000.00</b>   | <b>964,500.00</b>   | <b>105,053.91</b> | <b>486,200.00</b>   |   |
| <b>Information Technology</b>           | <b>35,000.00</b>    | <b>36,500.00</b>    | <b>14,952.00</b>  | <b>36,500.00</b>    |   |
| <b>Middle Village Micro Market</b>      | <b>37,000.00</b>    | <b>72,000.00</b>    | <b>18,699.00</b>  | <b>0.00</b>         |   |

**DLI**

|                              | <b>2025 Budget</b> | <b>2026 Budget</b> | <b>YTD</b>        | <b>2027 Budget</b> | <b>Notes</b>                               |
|------------------------------|--------------------|--------------------|-------------------|--------------------|--|
| <b>Misc. Operating</b>       |                    |                    |                   |                    |  |
| Copy Charges                 | 1,000.00           | 1,000.00           | 702.76            | 1,000.00           |  |
| Insurance                    | 32,000.00          | 38,400.00          | 13,590.00         | 39,500.00          |  |
| Janitorial                   | 450.00             | 450.00             | 0.00              | 0.00               |  |
| Membership Fees              | 700.00             | 700.00             | 807.00            | 1,200.00           |  |
| Monthly Maintenance          | 420,000.00         | 432,600.00         | 235,000.00        | 435,000.00         |  |
| Office Repairs               | 2,500.00           | 2,500.00           | 0.00              | 500.00             |  |
| Office Supplies              | 4,799.74           | 8,000.00           | 513.91            | 1,500.00           |  |
| PDS District B Grants        | 33,000.00          | 40,000.00          | 28,136.00         | 188,021.52         | Based on updated projections from assessor |
| Phone                        | 2,000.00           | 2,000.00           | 1,072.75          | 2,000.00           |  |
| Rent                         | 32,891.80          | 37,500.00          | 23,986.50         | 47,973.00          |  |
| Salt                         | 20,000.00          | 21,000.00          | 2,215.00          | 20,000.00          |  |
| Professional Services        | 10,000.00          | 50,000.00          | 66,935.00         | 115,000.00         | CPA, Legal and CFA                         |
| Misc Operating- Other        | 5,500.00           | 5,500.00           | 0.00              | 1,500.00           |  |
| <b>Total Misc. Operating</b> | <b>559,341.54</b>  | <b>639,650.00</b>  | <b>372,958.92</b> | <b>853,194.52</b>  |  |
| <b>Organization</b>          |                    |                    |                   |                    |  |
| Annual Meeting               | 5,000.00           | 5,000.00           | 8,000.00          | 5,000.00           |  |
| Annual Reports               | 500.00             | 300.00             | 183.00            | 250.00             |  |
| E-Newsletter                 | 841.00             | 940.00             | 578.00            | 1,000.00           |  |
| Professional Development     | 15,000.00          | 15,000.00          | 8,494.00          | 9,000.00           |  |
| Public Relations             | 2,000.00           | 2,500.00           | 0.00              | 500.00             |  |
| ReBrand                      | 30,000.00          | 0.00               | 0.00              | 0.00               |  |
| Website hosting and Maint    | 2,402.64           | 2,700.00           | 3,000.00          | 2,500.00           |  |
| Organization - Other         | 1,000.00           | 1,000.00           | 30.00             | 1,000.00           |  |
| <b>Total Organization</b>    | <b>56,743.64</b>   | <b>27,440.00</b>   | <b>20,285.00</b>  | <b>19,250.00</b>   |  |
| <b>Personnel</b>             |                    |                    |                   |                    |  |
| Fringe Benefits              | 23,000.00          | 26,000             | 10,548.97         | 26,800.00          |  |
| Salaries                     | 420,000.00         | 432,600            | 141,595.18        | 432,600.00         |  |
| <b>Total Personnel</b>       | <b>443,000.00</b>  | <b>458,600.00</b>  | <b>152,144.15</b> | <b>459,400.00</b>  |  |
| <b>Promotions</b>            |                    |                    |                   |                    |  |

**DLI**

|                               | <u>2025 Budget</u>  | 2026 Budget         | YTD                 | 2027 Budget         | Notes   |
|-------------------------------|---------------------|---------------------|---------------------|---------------------|---|
| Event Expenses                | 43,000.00           | 110,000.00          | 70,844.51           | 90,000.00           | Updated as we intend to decrease costs for FY 2027 BRB based on Host Committee and CFA recommendations. |
| Holiday Marketing and Pop-ups | 10,000.00           | 15,000.00           | 0.00                | 1,500.00            |   |
| Marketing Expenses            | 37,000.00           | 50,000.00           | 4,000.00            | 15,000.00           |   |
| Promotions - Other            | 47.12               | 100.00              | 492.06              | 100.00              |   |
| <b>Total Promotions</b>       | <b>90,000.00</b>    | <b>175,100.00</b>   | <b>75,336.57</b>    | <b>106,600.00</b>   |   |
| <b>Total Expense</b>          | <b>2,573,285.18</b> | <b>2,390,990.00</b> | <b>1,710,924.64</b> | <b>2,000,244.52</b> |   |
| <b>Net Balance</b>            | 733,914.82          |                     | 969,375.36          | 10,593.25           |   |
| <b>Other Income/Expense</b>   |                     |                     |                     |                     |   |
| <b>Other Income</b>           |                     |                     |                     |                     |   |
| <b>Fund Balance</b>           | 561,913.00          |                     | 665,962.00          | 1,000,000           |   |
| <b>Total Other Income</b>     | 561,913.00          |                     | 665,962.00          | 1,000,000           |   |
| <b>Net Other Income</b>       | 561,913.00          |                     | 665,962.00          | 1,000,000           |   |
| <b>Net Balance</b>            | <b>1,295,827.82</b> |                     | <b>1,635,337.36</b> | <b>1,010,593.25</b> |   |

## Current Committee Projects

### Organization:

- Monthly Public E-News
- Monthly Merchant E-News
- Annual Fundraising Packet
- Evening of Excellence

### Business Development:

- Business Prospecting for Recruitment & Webpage Updates
- Middle Village Application Review
- Tenant Improvement Grant Program
- Monthly Downtown Business Huddle
- Downtown Digital Dollars & Small Business Saturday

### Promotions:

- BrrrCrawl
- Downtown Egg-Stravaganza (formerly Bunny Hop)
- Trick-or-Treat on the Square
- Small Business Saturday
- TV Holiday Co-Op Campaign

### Design & Public Spaces:

- Fall Cut Back & Clean-Up
- Adopt a Spot and Spring Planting
- Legendary Women of Lansing
- Explore Downtown Lansing App (includes history on buildings, nearby retail, restaurants and Downtown attractions)
- Sign Incentive Grant
- Patio Permits

Big Red Ball Fundraising Gala – Host Committee