

DLI Board Meeting

January 8, 2026 | 11:30 am

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

Our Mission

Downtown Lansing Inc. is dedicated to strengthening and nurturing the culture, health and sustainability of our Downtown district.

Agenda

1. Call to Order

2. Citizen's Comments (items not on the agenda)

The public may comment for up to three minutes.

3. Correspondence:

4. Consent Agenda Approvals

- January 8, 2026 Agenda
- Minutes from November 13, 2025
- Committee Reports
- December Monthly Financials – J. Durham

5. Old Town Updates

6. Lake State Report

7. Internal Reports

- Director's Report: Update to Social Media and Crisis Communications Policies
- President's Report:

8. Action/Discussion Items

- Capitol Walk Presentation
- SmithGroup Ongoing Services Proposal
- BRB Re-Cap
- Draft Budget Review
- MMS/MSA Accreditation
- Board Leadership Election
- Annual Conflict of Interest Renewal

9. Adjourn:

Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Open, *Member*
- Board Advisors: Peter Spadafore, James Lennon
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Jesse Flores, *Member*
- Kris Klein, *Member*

DLI Board Meeting

November 13, 2025 | 11:30 am

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

Members Present: J. Estill, J. Hinze, J. Durham, J. Pugh, K. Tomac, K. Klein, A. Rusek, J. Flores

Members Absent: Nikki Thompson-Frazier

Board Advisors Present: Samantha Benson, James Lennon

Board Advisors Absent: Peter Spadafore

Staff Present: C. Edgerly, J. Markham, K. Litwin, M. Gonzales

Guests Present: None

Minutes

1. Call to Order: Meeting called to order at 11:35 a.m. by J. Estill

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

3. Correspondence: None

4. Consent Agenda Approvals

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

Motion by A. Rusek to approve consent agenda. Second by K. Tomac

5. Old Town Updates: S. Benson reported on Old Town updates: Stakeholder meetings being held and Vision plan impending with expanded services for PSD District B expansion.

Business Updates: New space for Sweet Jewelry; Seams opened and celebrated grand opening; The other side of Good Truckin' officially opened as well. Spin Bike shop closing their Old Town shop. Thrift Witch moving to new space.

6. Lake State Updates: None

7. Internal Reports:

- **Director's Report:** Edgerly reported that Trick or Treat on the Square was successful and goals were met with participation of businesses. 3,400 was the estimate of those participating.

Regarding a proposed data center for downtown, more information is needed and there may be more questions on the data center. Community meetings are continuing to take place.

Grant funding from LEAP update: LEAP staff directed DLI that they will need to consider splitting funding with Retail Strategies supporting smaller and larger scale businesses with online tools. The strategies would cover not just Middle Village or downtown, but entire region. Board had questions regarding the impact on our already established budget – C. Edgerly responded that the budget impact would be a loss of \$37,500 with LEAP's decision.

Current Big Red Ball update includes sponsorship funding has been exceeding set goals. Fund development company has been effective in this area. Ticket sales: halfway there. Board members are asked to please help promote the event and encourage your networks to attend and purchase tickets. Edgerly will send out tools to invite networks.

Promotions meeting: Tony Byers willing to take over the annual Brrr Crawl in February. Board asked to provide assistance with that if possible. Great way in winter to get people out and support local restaurants and nightlife locations.

- **President's Report:** The Board will hold elections in January for Executive Committee. Nominations and slate of officers to be done in January – send nominations to Edgerly.

Estill reminded board to donate wine for the fundraiser. Fund development retreat kick-off: Contract has been effective. December will kick off more fundraising – date to be set for meeting with all board.

8. Action/Discussion Items:

– **Welcome New Board Member:** Kris Klein officially to the board.

– **Nikki Thompson Frazier resignation:** N. Thompson-Frazier has updated her business model and come 2026 will no longer have a location downtown. As a business representative who will no longer be downtown, she is resigning her seat on the Board. Motion to accept by A. Rusek. Second by J. Durham. Motion regrettably passed unanimously.

– **OTCA Agreement:** Memorandum has been circulated. Edgerly reported that multiple meetings were held and discussion held regarding how Memorandum of Understanding is to protect both sides in cooperation with each other. Original memo was for 20 years and DLI proposed it for 5 years (as initial term) because of PSD assessment terms. Terms were proposed as drafted in memo.

Formal action needed: Asking for recommendation of first term 7 year with an option to renew for additional 5 years.

Motion to approve the MOU as provided to the board with updated amendments as discussed today by A. Rusek.

– **Budget Kick-Off, Projects and priorities:** Edgerly and J. Durham reported on their proposed projects and events (included in board packet). Projects are moved forward at committee levels after discussions and approval. In January a line-by-line item will be discussed. Will go to council in approximately May before budget is adopted.

Lake State counts for 90% of assessment revenue.

Work plans were provided for a bulk of projects to show what is going into each one. Goal for projects would be budget neutral.

Durham suggested that in new year to have a sub-committee spotlight to offer some conversation amongst both board/committees. Discussion held regarding how can board help outside of just board meeting.



-Strategic Action Plan Goal #3 Discussion/Objection: Cultivate Active and Welcoming Public Spaces by creating and promoting 5-7 inclusive events and downtown experiences annually.

Strategy 1: Create partnerships with community stakeholders to ensure a robust schedule of events in our district.

Discussion held regarding what are we doing now and what do we need to see for 2026? Partnered with Hispanic Fest. Helped with road closure, etc. or partner/sponsor. Discussions held regarding new spots to do events, etc. especially with CSO. Durham mentioned alleys (Artery Alley) being successful in past.

Smith Group doing a dumpster study recommendation for Ann Arbor – can we do something with that for best practice? Rusek mentioned alleys in downtown Detroit and other discussion of what exists in other cities.

517 Day was brought up as a collaboration and a good marketing plan. Question posed of does Downtown retail see a spike in visitors if events are held at Adado. Mario to use Placer AI to determine. M. Gonzales also discussed some ideas of how to get downtown businesses to participate in these events.

9. New Items: None

10. Motion to Adjourn: A. Rusek motioned to adjourn at 12:52 p.m. 2nd by J. Durham. Motion approved unanimously.



Organization Committee

December 3, 2025,
Minutes 8:00 a.m. via
Microsoft Teams

Present: Melissa Cole, Alex Rusek, Jay Krammes,

MINUTES:

1. **Call to order:** Meeting called to order at 8:05 a.m.
2. **Approval of November Meeting Minutes:** Motion by A. Rusek. Second by C. Lewis
3. **Volunteer Hours:** 12
4. **Communication Team:**
 - MERCHANT NEWS: (ARTICLES DUE MONDAY, DECEMBER 15)
 - Upcoming Downtown event dates for 2026 (Mario)
 - January Downtown Business Huddle (Kate or Alan)
 - Small Business Learning Series (Kate or Marcus)
 - Business of the Month: CATA (Jay Krammes)
 - CSO Street Reconstruction Updates: (Nicole McPherson City –Cathleen to lead).
 - Sponsorship for 2026 (Mario & Jenea)
 - Downtown Business Interactive App (Kate or Kara)
 - Big Red Ball Volunteer & Sponsor thank you (Jenea to write)
 - E-NEWS – (ARTICLES DUE MONDAY, DECEMBER 15)
 - Volunteer of the month: Our BRB Co-Hosts (Jenea)
 - Business of the Month: CATA (Jay Krammes)
 - Brainstorming:
 - i. Big Red Ball Volunteer & Sponsor Thank You
 - ii. Moving Michigan’s Downtown Forward (Jay)
 - iii. New Year and New Opportunities with Cigar Bar and Gillespie Group (Jay)
 - iv. Register for BrrrrrCrawl (Tony Beyers)
 - v. Historic Downtown in General Article: (Chioma)
 - vi. Fitness/Winter Activities: (Chioma)
5. **Social Stats:** Jenea had social media stats from November including:
Facebook: Views up 161%, Content Interactions up 89.2%, Follows up 104%
Instagram: Views up 44%, Content Interactions up 69.8%, Follows up 17%
Big Red Ball posts are all doing well
Grand Opening of Dungeons & Flagons are doing exceptionally well.
6. **DLI Committee & Board Updates:** C. Edgerly shared the following updates
Board Updates: Kris Klein, CEO of the LEDC has joined our Board of Directors. Nikki Thompson-Frazier will be leaving the board as she is changing her business model and no longer in need of a storefront downtown.

Business Development Committee: C. Edgerly provided updates regarding the work of this committee as they continue to work on Business Retention and Recruitment and the Business prospect list.

Design & Public Spaces: C. Edgerly is finalizing work on the interactive app and working with the City as well as BWL on the upcoming RAD Women of Lansing Spring & Summer historical art installations coming!

Promotions Team efforts are in final details and set-up for this Saturday's Big Red Ball fundraiser event on December 6. Also preparing for 2026 events such as Bunny Hop, the BRrrCrawl, planning teams and still in need of a committee chair. If anyone would like to be a part of these planning teams, please let Jenea or Mario know.

Other: The next Organization Committee January Meeting will be held January 7, 2026.

Motion to Adjourn: Motion to adjourn by 8:21 a.m. by M Cole. Second by A. Rusek. Meeting adjourned at 8:41 a.m.



Organization Committee

November 5, 2025,
Minutes 8:00 a.m. via
Microsoft Teams

Present: Melissa Cole, Alex Rusek, Jay Krammes,

MINUTES:

1. **Call to order:** 8:05 a.m.
2. **Approval of October Meeting Minutes:** Motion by A. Rusek. Second by J. Krammes
3. **Volunteer Hours:** 16
4. **Communication Team:**
 - MERCHANT NEWS: (ARTICLES DUE MONDAY, NOVEMBER 17)
 - Merchant monthly meeting recap (Cathleen)
 - Business Huddle (DLI): TBD. Melissa offered the library
 - Business of the Month: La Cocina Cubana – opening 2nd location! (Jenea)
 - CSO Street Reconstruction Updates: (Nicole McPherson City –Cathleen to lead).
 - Sponsorship for 2026 (Mario)
 - Big Red Ball Re-Cap (Jenea to write)
 - E-NEWS – (ARTICLES DUE MONDAY, NOVEMBER 17)
 - Volunteer of the month: Big Red Ball Planning Committee: (Cathleen or Jen)
 - Business of the Month: La Cocina Cubana (Jenea)
 - Brainstorming
 - i. End of Year Giving – Non-profit organizations (Alex)
 - ii. Downtown Gift Ideas – (Jenea happy to do that),
 - iii. Grand Opening for Dungeons and Dragons (Melissa and her library team to write)
 - iv. Grewal Hall NYE Party ft. Starfarm (Jay Krammes)
 - v. Dear Downtown: New Year’s Promise –
 - Historic Downtown– for December e-news
 - A City on the Rise New Years Promise (Save for January and Jay will draft)
 - vi. Big Red Ball – What to Expect and Sponsor Thank-you! (Jenea)
 - Ideas for January: This committee will meet in December to discuss e-news articles which would be due December 15–19.
5. **Social Stats:** Jenea had stats from September and October to share with the committee.
 - Press releases and related stories/posts included 14 earned media stories
 - Website: Traffic 4.7K, of this a majority found the site through organic means
 - LinkedIn September 4,000+ impressions with 12% engagement rate.
 - FB & IG top posts for September: BRB Co-chair announcement, Announcement about Great Harvest Opening as well as Trick-or-Treat on the Square announcement.

Promotions Committee

November 12, 2025 at DLI Office | 4:00 p.m.

Committee Members Present: Tony Beyers, Melik Brown, Mary Toshach

MINUTES

- 1.Call to Order:** Meeting called to order by C. Edgerly at 4:02 p.m.
- 2.Approval of October minutes:** T. Beyers motioned to approve. Second by M. Toshach. Motion passed unanimously.
- 3.Volunteer Hours from Last Month:** 77 (includes TOTS businesses and volunteer hours during event).
- 4.Committee Chair:** Discussed role, responsibilities and asked who may be interested. Melik volunteered to serve as chair for the next year.
- 5.DLI Committee & Board Updates:** C. Edgerly and K. Litwin provided updates regarding the upcoming Board meeting and an open seat on the board of directors as well as Big Red Ball promotions.

The Organization team is finalizing the annual sponsorship/fundraising packet. Members of the Board and other teams will be taking part in a fund development retreat this December.

Design & Public Spaces held the Downtown Fall Clean-up and Cut-Back last month with a rescheduled date due to rain. This committee will roll-out the interactive app in the Spring and we look forward to the RAD Women of Lansing historical art installation in May-June.

The **Business Development Committee** is continuing work on their prospect list which includes outreach and visits to prospective businesses looking to expand into or relocate to Downtown Lansing. The final Business Huddle of this calendar year is planned for November 20 at 8:00 a.m. at Foster Swift.

5. Projects: Planning Chairs/Teams Needed for Existing Annual Events:

- Trick-or-Treat on the Square (October 24, 2025) Re-Cap: This event welcomed 3,400 attendees to Downtown and included over 30 participating businesses and community partner organizations handing out candy and other goodies. Thanks to all those who were able to help volunteer or prepare leading up to the event.
- BrrrCrawl (February 21, 2026)
 - Co-Chair(s): Unfortunately, Keri is unable to lead this project this year. Tony Beyers volunteered to help plan the event and is open to any other co-chairs/volunteers who would like to help with this project. We typically have 5 businesses participate.

Tony, Cathleen, Jenea and any others who are interested can join for this meeting. A Work plan template will be sent to Tony.

- Bunny Hop and Easter Egg Hunt on the Capitol Lawn (April 4, 2026):
 - Subcommittee to begin meeting and planning in January 2026. We will need a leader/leaders for this. Mario will send out a Doodle poll for interested members to start coordinating. Possible sub-committee members we're thinking of include Jenea, Ryan Holmes, maybe a representative from Impression 5, others?

6. Potential New Micro – Event Ideas: Budget and Work Plan due by January meeting.

- **Paws on the Square:** Sit. Stay. Play. Downtown.
 - Tony will take the lead on this. The committee discussed parnters like Preuss Pets, PALS, Doggone fun, maybe Sarah Spohn, etc. Cathleen, Jenea, Mario to sit down with Tony to further flush the idea out and location TBD.
- **Makers Faire on the Square:** A vibrant celebration of creativity, where artists, inventors, and artisans come together to showcase unique, handcrafted goods and innovative ideas—Mary is willing to be committee lead to provide updates and put together a work plan as well as a budget. Discussed tying this into an existing event like Live Music Thursdays, or space in Middle Village, etc. Jenea, Mario and Cathleen to sit down with Mary and further discuss. Maybe bring Bobby into this conversation as well.

6. Adjourn: Motion by Mary to adjourn at 4:54 PM. Second by Tony. Motion adjourned.



14 earned media stories
-Website had 6.7K visits/users
October has seen tremendous growth of 300% on Facebook with DLI and Middle Village
LinkedIn: 12.6% Engagement
Social (FB and IG): Up to 131,000 impressions. 6.3% Engagement rate. Top posts included TOTs costume contest, Announcing Jenea as new staff member and other TOTs posts.

Goal includes adding more stories.

6. **DLI Committee & Board Updates:**

Business Development Committee: C. Edgerly provided updates regarding the work of this committee as they continue to work on Business Retention and Recruitment, with updates to our DLI Business pages and resource pages. The team also continues to work through each month the prospect list with various committee members reaching out to prospect list for businesses to come to Michigan's Downtown.

Design & Public Spaces: C. Edgerly provided updates regarding the Fall Cut-Back held last month, seasonal window art as well as the upcoming RAD Women of Lansing Spring & Summer historical art installations coming! Promotions Committee:

Mario shared the Promotions Team efforts with the Big Red Ball fundraiser event on December 6. Also Big Red Ball kicks off this week, tomorrow-12 when the ornaments are installed. Small Business Saturday is when we kick-off the Downtown Digital Dollars. Also preparing for 2026 events such as Bunny Hop, the BRrrCrawl, planning teams and still in need of a committee chair.

Other: None

Motion to Adjourn: Motion to adjourn by J. Krammes. Second by A. Rusek. Meeting adjourned at 8:41 a.m.



Business Development

November 18, 2025, 2:30 p.m. at DLI Office

Volunteers: Jesse Flores, Alan Woodbury, Marcus Martin

Not Present: Alex Watkins, Chelsea Dowler, Paul Schmidt

Staff: Cathleen Ederly, Kate Litwin

MINUTES

1. Call to order: Meeting called to order at 3:09 p.m.

2. Approval of October Meeting minutes: Motion by Alan Woodbury, second by Jesse Flores. Minutes approved.

3. Volunteer hours for Last Month: 9

4. DLI Staff, Committee & Board Updates:

Organization:

Monthly e-news for general public and merchants, working with Redhead on annual Sponsorship packet.

Promotions:

Big Red Ball: Mario has tickets. Need to sell another 120 tickets.

Considering comping some tickets to Michigan's Downtown event attendees

Strategy: Invite advocates and influencers (Eyde, Martin, DeepGreen) to Michigan's Downtown Premier Event

Action: Compare invite list to purchase list

Explore radio promotion

Design & Public Spaces:

Adopt a Spot program for next year/CSO (Capital Square Outreach)

CSO Update: Only received 2 bids (\$9M, \$18M)

Planning fun activities during CSO

Web-based wayfinding app in development: Directory for shopping, dining, historical buildings, etc. (Spicer Group handling)

5. Committee Discussion/Action Items:

• Prospect List:

Committee completed reviewing the initial prospect list

Focus on "connector of a relationship worth having" approach.

Committee members and staff to reach out to prospects and provide feedback for January meeting.

• Monthly Business Huddles:

Alan, Marcus and Kate to meet to discuss 2026 set-up and speakers

Goal: Schedule full year in advance and lock in all locations by end of January, 2026.

Identify at least 3 speakers/topics for each monthly meeting.

• Big Red Ball Ticket Sales Strategy to help Promo and Host Committee:

"Give away" 20 targeted invitations to key prospects/influencers?

Jesse/Kate to coordinate with Jen Estill on "Say Yes" campaign

Identify advocates to invite influencers to attend

Next Steps:

- Mario to confirm available inventory of Big Red Ball tickets
- Jesse/Kate to send 20 targeted invitations (coordinate with Jen Estill)
- Kate/Mario Compare BRB invite list to actual purchase list
- Jesse/Kate to meet to continue prospect outreach

6. Motion to Adjourn: Motion to adjourn at 4:00 p.m. by J. Flores. Motion carried.

Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

Nov & Dec Financials Financials

	November & December	YTD	Budget	% of Budget
Revenue				
Assessment Transfer Income	375,663.13	375,663.13	486,800.00	77.17%
Total Grant Income	171,800.00	171,800.00	1,870,000.00	9.19%
Match on Main	0.00	0.00	25,000.00	0.00%
Misc Income	518.96	552.47	1,000.00	55.25%
Business Development.	2,500.00	7,600.00	7,200.00	105.56%
Middle Village	37,060.00	38,500.00	80,000.00	48.13%
Organization	2,500.00	6,000.00	5,000.00	120.00%
Promotions	52,477.01	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%
Total Revenue	\$ 642,519.10	\$ 712,224.57	\$ 2,760,000.00	25.81%
Expenditures				
Salaries	53,506.38	171,961.06	400,000.00	42.99%
Fringes	4,410.62	12,579.31	26,510.00	47.45%
Information Technology	6,568.00	19,704.00	39,404.00	50.01%
Misc. Operating	66,253.86	277,336.05	634,586.00	43.70%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	13,319.43	99,035.56	806,460.00	12.28%
Middle Village Micro Market	3,288.16	23,820.15	72,000.00	33.08%
Design & Public Spaces	7,676.50	17,745.39	553,500.00	3.21%
Organization	3,860.80	17,745.39	27,440.00	64.67%
Promotions	56,647.66	75,444.26	175,100.00	43.09%
Total Expenditures	\$ 215,531.41	\$ 715,371.17	\$ 2,760,000.00	25.92%
Net Operating Revenue	\$ 426,987.69	-\$ 3,146.60	\$ 0.00	
General Fund	\$ 2,032,138.12	\$ 2,462,272.41	\$ 500,000.00	
Net General Fund Balance	2,459,125.81	\$ 2,459,125.81	\$ 500,000.00	491.83%

JANUARY 2026 DIRECTORS REPORT

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

- **Downtown Business Huddle:** Thursday, January 15 at 8:00 a.m.
- **Rescheduled DLI Fundraising Retreat:** Thursday, January 29 from 10:00 a.m.–2:00 p.m.
- **BrrrCrawl:** Saturday, February 21 noon–4:00 p.m. at Downtown restaurants, breweries and distilleries.
- **Upcoming State of Downtown** – Stay tuned for a Save the Date

DLI Annual Report: Each year DLI publishes an annual report highlighting the important work we do and the impact on the district. Information included ranges from Main Street activities, volunteer hours, private and public investments in our district and more. Attached is this year's annual Impact report.

Main Street Now Annual Conference: Ongoing professional development and advocacy for staff and interested Board members is a priority at DLI and an annually approved budgeted expense by the Board of Directors. This year's first large conference that is scheduled is the Main Street Now Conference taking place in *Tulsa, Oklahoma April 13–15*. We rotate staff attending this annual conference held by Main Street America. Jenea Markham will represent staff this year. If there are any Board members interested in attending, please let Cathleen know so we can send over event information.

Other upcoming workshops and conferences include:

- International Downtown Association Place Matters: Madison, WI May 13 – 15 2026
- Annual Mackinac Policy Conference: Mackinac Island, May 27–29
- International Downtown Association Annual Conference: September 1–3, 2026

If there are other events you feel DLI should have a presence at, please let Cathleen know.

Also – I'd like to thank the DLI Board for your support of my ongoing professional development as a certified Economic Developer. After 3 years of classes, I'm proud to share that I passed the CEcD certification exam on my first time taking the test and have achieved my Economic Developer Certification from the International Economic Development Council.

Staff Advocacy & Leadership of Projects:

- Kate Litwin:
 - Business Retention & Recruitment
 - Incubator Programs
 - LEAP Trek Hub Grant
 - Downtown Merchant Support Programs & Trainings including monthly learning series and monthly Business Huddles
 - Development
- Mario Gonzales:
 - Events
 - Monthly Public and Merchant News
 - Outreach efforts such as information distribution, business sign-ups
 - Volunteer recruitment and retention

JANUARY 2026 DIRECTORS REPORT

- Leadership Lansing

- Jenea Markham:
 - Marketing & Branding including media relations, press releases, social pages
 - Social media and all online policies, as well as crisis communications policy
 - Media Interviews and promotions of Downtown district
 - Promotions for Events & Programs
 - Support with Middle Village recruitment prospects and some training related to branding, displays, etc.

- Cathleen Edgerly:
 - Advocacy on a federal, statewide and local level for the needs of Downtown and our stakeholders
 - Budget
 - Council relationships and updates
 - Fundraising & Donor relationships
 - Development
 - Adherence to Market Analysis and Advocate for ongoing connection of these results with City Master Plan

SOCIAL MEDIA STRATEGY & STYLE GUIDE

GOALS

Downtown Lansing Inc. values social media as a key tool for connecting with our community. Our goal is to increase brand awareness, foster two-way conversations, and share programs, initiatives, and important issues that provide meaningful value to our audience.

We aim to position our organization as the hub of the downtown community while fostering a positive image that highlights the district's unique character and promotes both our organization and neighborhood businesses.

At Downtown Lansing Inc. we exist as the champion of vision and strategy for Downtown Lansing, while doing the work to see it through. Our objective is to preserve and protect the history and culture of Michigan's Downtown while illuminating the path forward to a dynamic and resplendent future.

AUDIENCE

Our audience includes individuals and organizations with an interest in Downtown Lansing. Most followers reside within the greater Lansing area, though some live throughout the state, and we aim to continue expanding our statewide reach. The majority of our audience are between the ages of 25 and 55 and represents a wide range of socioeconomic backgrounds. They live, work, shop, dine, and attend festivals and events downtown, and they engage with our services and programs. Our audience also includes governmental, quasi-governmental, and business organizations throughout the region.

ACCOUNTS

Facebook: /downtownlansing
Instagram: @downtown.lansing
LinkedIn: Downtown Lansing Inc.

COMMUNITY & REPUTATION MANAGEMENT

How we engage with our audience is just as important as what we post. Our approach prioritizes respect, responsiveness, and accountability.

- **Engagement Philosophy:**

- We engage as a thoughtful, reliable community partner, not as a brand that argues, reacts emotionally, or seeks the last word.
- Our engagement should be welcoming, respectful, and calm. We encourage constructive dialogue that reflects our role as champions for downtown, small business and community partners.

CONTENT PILLARS

- **Evergreen Content:** content that remains relevant and valuable over time, rather than being tied to a specific event, trend, or season. Evergreen content continues to attract engagement, views, and traffic well beyond its original publication date.
 - **Examples:**
 - “Discover Downtown Lansing: Where to Shop, Dine, and Explore”
 - “Why Shopping Local Keeps Downtown Lansing Thriving”
 - “Where to Experience Art in Downtown Lansing”
 - “Date Night Done Right: Top Spots in Downtown Lansing”
- **Dynamic Content:** Content that changes on a weekly basis and reflects current events, activities, and updates. This category comprises the majority of our content, as downtown is an active neighborhood with frequent events and ongoing activities.
 - **Examples:**
 - **Weekly Event Promotions**
 - Posts highlighting upcoming festivals, concerts, markets, performances, and community events taking place downtown.
 - **Business Updates and Openings**
 - Announcements about new businesses, temporary closures, extended hours, special menus, or limited-time offerings.
 - **Construction, Parking, and Accessibility Updates**
 - Time-sensitive information related to road closures, parking changes, transit updates, or infrastructure projects affecting downtown.
 - **Weather-Related Notices**
 - Updates impacting downtown activities, such as event postponements, cancellations, or seasonal safety reminders.
 - **Program and Service Announcements**
 - Updates on Downtown Lansing Inc. programs, initiatives, maintenance, right-of-way & sidewalk services, or ambassador activities.
 - **Community Highlights and Recaps**
 - Photo or video recaps of recent events, ribbon cuttings, public meetings, or notable downtown moments.
- **Community & Small Business Promotion:** Content that highlights individual businesses and business owners located in downtown. This category may also include features on community members, such as volunteers, residents, and customers, who contribute to the vitality of the downtown district.
 - **Examples:**
 - Profiles of business owners
 - Behind-the-scenes looks at how a business operates
 - Customer testimonials and success stories
 - Volunteer of the Month spotlights
- **Events & Festivals:** this content promotes events and festivals that are DLI-sponsored and/or take place in the neighborhood. This includes creation and upkeep of FB event pages.
 - **Examples:**
 - Annual events such as Bunny Hop, Evening of Excellence, TOTS, Big Red Ball, etc.
 - Monthly or seasonal events such as Business Huddle
 - Event previews, highlights, and recaps
 - Calls for volunteers/vendors/sponsors

BRAND VOICE AND TONE

Our Social Voice at a Glance:

Positive. Welcoming. Purposeful. Confident.

Downtown Lansing Inc.'s social media voice reflects the energy and momentum of our downtown while staying grounded, inclusive, and authentic. We are champions for our organization, advocates for our neighborhood, and the small businesses that make downtown thrive.

Our tone is friendly and conversational, with moments of light humor—never crass or over-the-top. We aim to engage, inform, and inspire while maintaining credibility and trust. We don't overhype and we don't talk down to our audience.

Voice Characteristics:

- **Vibrant & Optimistic**
 - We focus on what's happening now and what's possible next. Our content highlights growth, creativity, and progress without exaggeration or hype.
 - Example: "New faces, new ideas, and new reasons to spend time downtown."
- **Welcoming & Inclusive**
 - Downtown belongs to everyone. Our voice invites participation and builds connection across communities.
 - Uses inclusive language (we, our, join us), avoids jargon or insider language, makes downtown feel approachable and accessible
 - Example: "Whether you're here for work, play, or something in between: Welcome to Michigan's Downtown."
- **Determined & Transformative**
 - We acknowledge that meaningful change takes both time and work. Our voice is confident, resilient, and forward-looking. We are action-oriented, honest but hopeful and focused on impact and momentum.
 - Example: "Revitalization doesn't happen overnight—but every step forward counts."
- **Audacious (But Grounded)**
 - We're bold in vision and confident in direction, without sounding arrogant or unrealistic. We are aspirational but credible, proud but not boastful.
 - Example: "Downtown Lansing is evolving, and we're proud to be part of what's next."
- **Friendly & Casual**
 - Our social media sounds human, not corporate. We use clear, conversational language and shorter sentences, incorporating light humor where appropriate.
 - Example: "Good food. Local shops. Solid plans."

By Platform:

- Instagram & Facebook
 - Warm, engaging, community-driven
 - Light humor and personality encouraged
 - Focus on people, place, and experiences
- LinkedIn
 - More polished and professional
 - Still friendly and optimistic
 - Focus on impact, partnerships, leadership, and economic development

tone guidelines

Adjectives to Use:

- Positive & Engaging: Vibrant, lively, welcoming, friendly, inviting, exciting, charming
- Community-Oriented: Supportive, connected, local, inclusive, authentic, collaborative
- Descriptive & Appealing: Historic, unique, artistic, creative, handcrafted, flavorful, bustling
- Casual & Fun: Playful, cheerful, lighthearted, fun, festive

Adjectives to Avoid:

- Gimmicky: Extreme, outrageous, unbelievable, insane, epic, mind-blowing
- Too Aggressive or Salesy: Must-have, exclusive, once-in-a-lifetime, urgent
- Negative or Exclusive: Wild, rowdy, chaotic, overwhelming, luxury, high-end
- Too Formal or Corporate (unless using LinkedIn): Esteemed, prestigious, unparalleled, distinguished.

Emoji Usage:

Emojis should be used judiciously, typically at the beginning of a post to catch the reader's eye or in place of bullet points when making a list.

- Should be gender and race-neutral when possible
- Should be seasonally influenced
- Should be appropriate and non-sexual in nature
- Avoid using emoji in posts that address serious or sad subjects, such as reporting vandalism or announcing the death of a community member.

Grammar:

Standard grammar and AP style should be used. However, care should be taken to avoid language that reads as overly formal. Strive to maintain a casual style that is still grammatically correct. Proper capitalization and punctuation should be used at all times.

- Sentences should be short and to the point
- Avoid large paragraphs of text. They will not be read.
- Use third person POV and active voice (unless directly speaking about something DLI is doing)
- Use contractions to maintain a realistic and conversational feel

further best practices

- Most posts should include a Call-To-Action (CTA)
- Avoid topics which are negative, overtly political or partisan and/or will result in conflict in the comments section
- Be sure to continually foster a sense of community by using phrases like "Downtown's own-Business Name-" or "our neighborhood."
- Always update the saved links on our IG profile to reflect current events and information
- Update header photo where appropriate, using branded imagery
- Do not share content using the share button. It is always better to create an original post. The exception to this is sharing others' content to our Stories
- We do not share news from disreputable sources or sources we cannot independently verify
- Do not include links in the post text on Meta platforms. Add them into a comment for FB and a Bio link for IG

COMMENT MODERATION & DELETION GUIDELINES

Downtown Lansing Inc. encourages respectful, open conversation on our social media platforms. We welcome a wide range of perspectives and do not remove comments simply because they are critical or express disagreement. Our goal is to maintain a space that is welcoming, constructive, and aligned with our values.

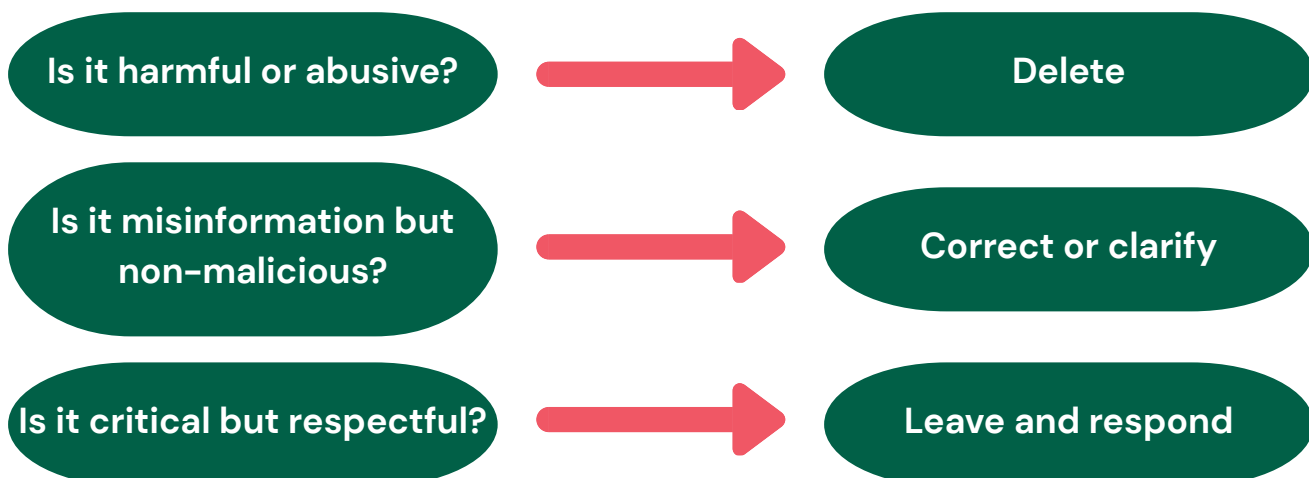
When We May Remove Comments: Comments may be hidden or deleted if they:

- Include hate speech or discriminatory language
- Target or demean individuals or groups based on race, ethnicity, nationality, religion, gender, sexual orientation, disability, age, weight, or other protected characteristics
- Are harassing, abusive, or threatening
- Personal attacks, intimidation, bullying, or threats directed at individuals, businesses, staff, partners, or other commenters
- Contain excessive profanity or explicit content
- Language or content that is vulgar or sexually explicit
- Spread misinformation or false claims presented as fact, particularly when related to DLI, downtown businesses, public safety, or community initiatives. When appropriate, we may respond with correct information instead of deleting the comment.
- Promote illegal activity
- Content that encourages or endorses unlawful behavior.
- Are spam or self-promotional
- Repetitive comments, unrelated links, solicitations, or promotional content not relevant to the conversation
- Are off-topic or disruptive
- Comments that repeatedly derail the conversation or interfere with constructive discussion
- Violate platform community standards
- Any content that does not comply with the rules of the social media platform.

What We Do Not Remove: We do not remove comments solely because they:

- Express criticism or dissatisfaction
- Offer differing opinions
- Ask challenging or uncomfortable questions

SHOULD THIS COMMENT BE DELETED?



ADDITIONAL GUIDELINES

Tagging Best Practices:

- Tags should be used when a business or organization is mentioned in the content. Do not tag individuals unless it has been agreed upon beforehand
- Be sure to change tags for businesses to reflect the method for each platform. For example, when cross-posting between FB and IG, tags must be unique to each platform, even when the content is the same
- We must first be following a business/org in order to tag them
- Tagging on FB is best integrated into the sentence structure. Tagging on IG usually works best when added into the visual element or added to the end of the post.

Crediting Best Practices:

- **Always** credit photographers, creators, or original sources when sharing content
- Credit should mention the source name and be tagged where appropriate

Short Form Video Best Practices:

- Grab attention quickly, capturing viewers within the first 3 seconds with an eye-catching visual or hook
- Pay attention to backgrounds, looking for things that might violate our policies
- Use clear, engaging text overlays to convey key messages
- Keep it Short: aim for 30 seconds to 1 minute for most topics. Longer videos can work for storytelling or event recaps
- Use Vertical Format:
 - Record in vertical (9:16) format for Reels and Stories
 - Ensure subject is centered and well-lit
 - Add captions to make videos accessible, remembering that most videos are watched with the sound muted.
- Trending Sounds and Music:
 - Use popular sounds to boost discoverability but **remember that as a business account, we do not have access to most copyrighted music.**
 - **Do not add music independently, only within the app.**
 - Listen carefully to lyrics, ensuring that they do not contain words that would violate our comment policy or cause offense.
- End each video or caption with a clear CTA

USE OF ARTIFICIAL INTELLIGENCE (AI) POLICY

Downtown Lansing Inc. recognizes that artificial intelligence (AI) tools can be helpful for research, idea generation, and workflow support. However, our social media presence must always reflect the authentic voice and lived experience of Downtown Lansing. For that reason, AI use is intentionally limited.

Approved Use of AI: AI tools may be used as a support tool only, including:

- Brainstorming content ideas or themes
- Generating outlines or rough concepts
- Editing for clarity, grammar, or tone
- Summarizing internal notes or planning documents

All content inspired by AI must be substantially rewritten, refined, and approved by a human staff member to ensure accuracy, authenticity, and alignment with Downtown Lansing Inc.'s brand voice.

Prohibited Use of AI: The following uses of AI are not permitted for DLI's social media channels:

- Posting AI-written copy as final content
- Using AI-generated images, graphics, or videos
- Representing AI-generated content as original photography, artwork, or lived experiences of Downtown Lansing
- Using AI to mimic the voice or likeness of specific individuals or businesses

CRISIS MANAGEMENT FLOW

We prioritize transparency, accuracy, and community trust. We respond thoughtfully and speak with one clear voice.

1

ISSUE IDENTIFIED

Social media post, media inquiry, partner concern, internal alert

5

RESPONSE STRATEGY

- Public response
- Private response
- Formal statement
- Monitor only
- Remove (policy violations)

2

DOCUMENT & FLAG

- Screenshot, save link
- Note time & platform
- Alert Marketing & Brand Specialist

6

MESSAGE DEVELOPMENT & APPROVAL

- Fact-based
- Calm & Empathetic
- ED approval required
- Legal review if needed

3

INITIAL ASSESSMENT

- Low: minor complaint, limited reach
- Moderate: Escalating comments, media inquiry
- High: Safety, legal, reputational risk

7

PUBLIC RESPONSE & MONITORING

- Post approved message
- Monitor comments and sentiment
- Do not argue or escalate

4

ESCALATION

- Low: Marketing & Brand mgr responds
- Moderate: Notify ED, pause posts
- High: Immediate ED notification, suspend posting

8

RESOLUTION & REVIEW

- Resume normal posting
- Document outcomes
- Update procedures as needed

MARKETING REPORT DLI NOVEMBER 2025

DLI Google Analytics

Active Users: 9.2K

How do they find us?

- Organic Search: 915
- Direct: 612
- Referral: 86
- Organic Social: 84
- Unassigned: 10

Top Page Visits:

- BRB: 882
- Home Page: 251
- Events: 109
- New Housing Deve.: 64
- Turkey Trot: 14

Earned Media

Earned Media Placements: 37

- Online: 25
- Print: 8
- Broadcast: 4

Earned Media Impressions: 291,348

- 291,348

Earned Media

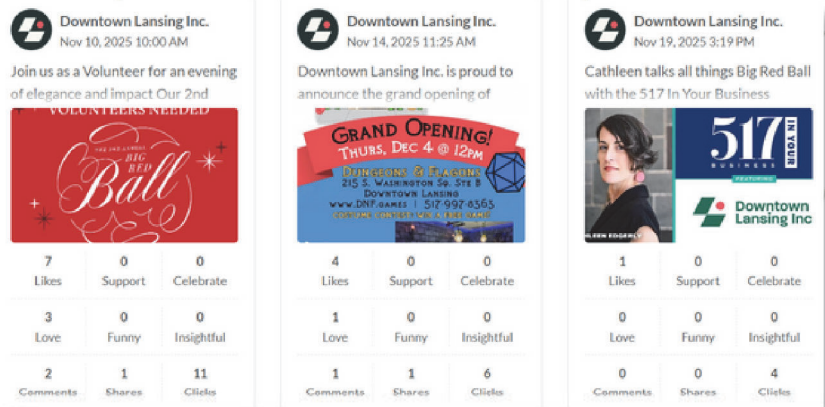
- Press Releases: 2
- Media Advisories: 3

SOCIAL MEDIA

LinkedIn

Key Metrics:

- Impressions: 2501
- Engagement rate: 3.2%
- Post Clicks: 89
- Audience Growth: 9
- 49 Post Reactions
- 3 Comments
- 1 Repost



Post Title	Likes	Support	Celebrate	Love	Funny	Insightful	Comments	Shares	Clicks
Join us as a Volunteer for an evening of elegance and impact Our 2nd VOLUNTEERS NEEDED	7	0	0	3	0	0	2	1	11
Dungeons & Dragons GRAND OPENING! THURS, DEC 4 @ 12PM	4	0	0	1	0	0	1	1	6
Cathleen talks all things Big Red Ball with the 517 In Your Business	1	0	0	0	0	0	0	0	4

Top Performing Posts

- BRB Volunteer ask
- Dungeons & Dragons opening
- Cathleen podcast interview

Facebook

Followers: 12,364

Key Organic Metrics:

- Impressions: 332,000
- Engagement rate: 6.1%
- New Follows: 198
- Post Clicks: 1.1K
- Shares: 267
- Comments: 172
- Post Reactions: 2.6K



Top Performing Posts

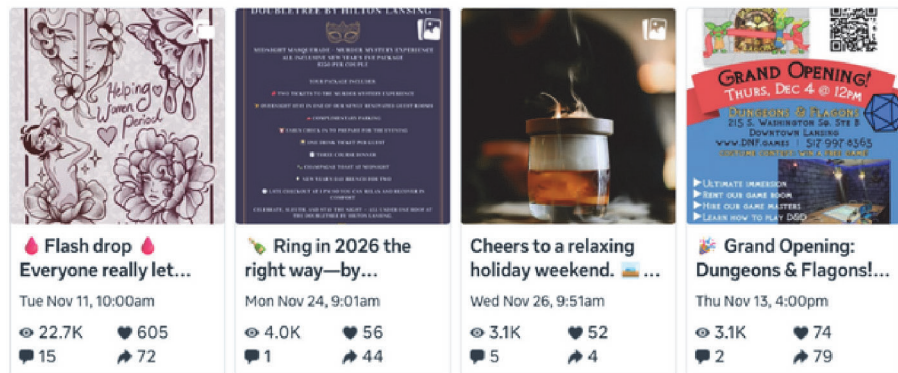
- DoubleTree NYE promo
- BRB tickets
- Dungeons & Dragons Grand Opening
- Atrium Bldg history

Instagram

Followers: 13,443

Key Organic Metrics:

- Views: 89,900
- Engagement rate: 19.6%
- New Follows: 102
- Content Interactions: 1.5K
- Total Reach: 8.1K



Top Performing Posts

- Devils Day event promo
- DoubleTree NYE promo
- Holiday Wknd
- Dungeons & Dragons Grand Opening

MARKETING REPORT MIDDLE VILLAGE NOVEMBER 2025

MIDDLE VILLAGE

MV Google Analytics

Active Users: 498

How do they find us?

- Organic Search: 23
- Direct: 97
- Referral: 1

Top Page Visits:

- Home Page: 75
- Shops: 22
- Blog: 12
- Capital Hippie: 6
- About: 5

Earned Media

Earned Media Placements: 1

Earned Media

- Press Releases: 0

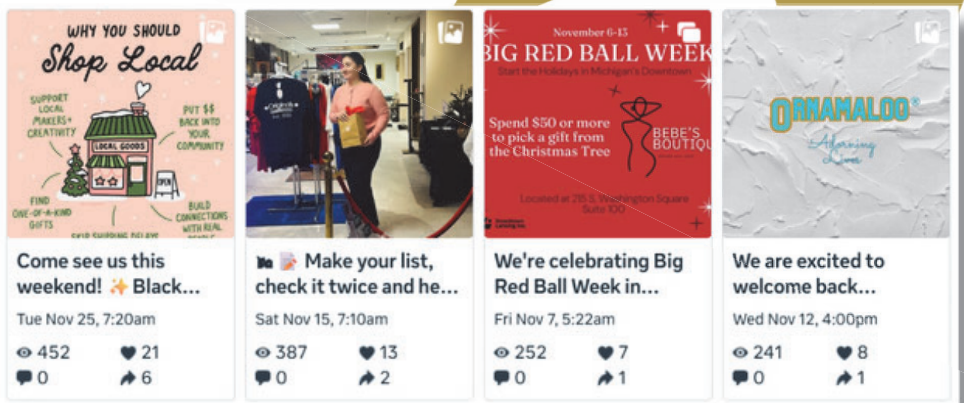
SOCIAL MEDIA

Facebook

Followers: 1,942

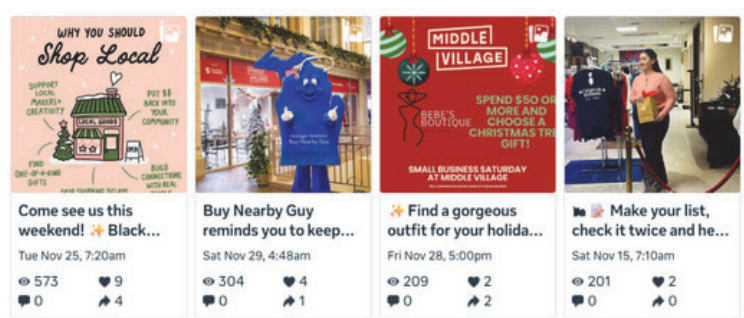
Key Organic Metrics:

- Views: 3,000
- Interactions: 108
- New Likes: 16
- Link Clicks: 7
- Visits: 367
- Comments: 0
- Shares: 28



Top Performing Posts

- Shop Local SBS wknd
- Shopping promo
- BRB Week
- Ornamaloo return



- Shop Local SBS wknd
- SBS
- SBS Event deals
- Shopping promo

Instagram

Followers: 1597

Key Organic Metrics:

- Views: 2.6K
- Visits: 23
- New Likes: 5
- Content Interactions: 56
- Total Reach: 773

MARKETING REPORT DLI DECEMBER 2025

DLI Google Analytics

Active Users: 7.2K

How do they find us?

- Direct: 3.9K
- Organic Search: 3.6K
- Referral: 482
- Organic Social: 172

Top Page Visits:

- Home Page: 1.1K
- Vents: 667
- BRB: 634
- NYE Masquerade: 491
- Gun Show: 410

Earned Media

Earned Media Placements:

- Online: 7
- Print: 0
- Broadcast: 3

Earned Media Impressions:

- 172,822

Earned Media

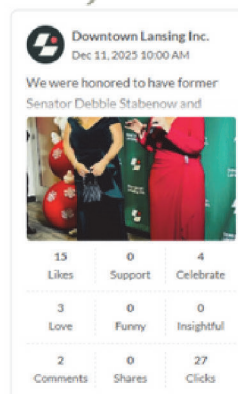
- Press Releases: 0
- Media Advisories: 2

SOCIAL MEDIA

LinkedIn

Key Metrics:

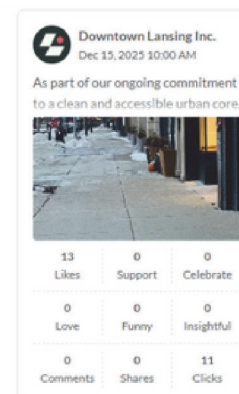
- Impressions: 2108
- Engagement rate: 8.5%
- Post Clicks: 109
- Audience Growth: 4
- 180 Post Reactions
- 2 Comments
- 3 Repost



Downtown Lansing Inc.
Dec 11, 2025 10:00 AM

We were honored to have former Senator Debbie Stabenow and

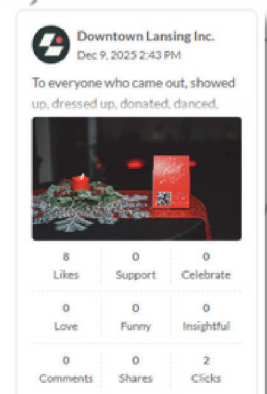
15	0	4
Likes	Support	Celebrate
3	0	0
Love	Funny	Insightful
2	0	27
Comments	Shares	Clicks



Downtown Lansing Inc.
Dec 15, 2025 10:00 AM

As part of our ongoing commitment to a clean and accessible urban core.

13	0	0
Likes	Support	Celebrate
0	0	0
Love	Funny	Insightful
0	0	11
Comments	Shares	Clicks



Downtown Lansing Inc.
Dec 9, 2025 2:43 PM

To everyone who came out, showed up, dressed up, donated, danced.

8	0	0
Likes	Support	Celebrate
0	0	0
Love	Funny	Insightful
0	0	2
Comments	Shares	Clicks

Top Performing Posts

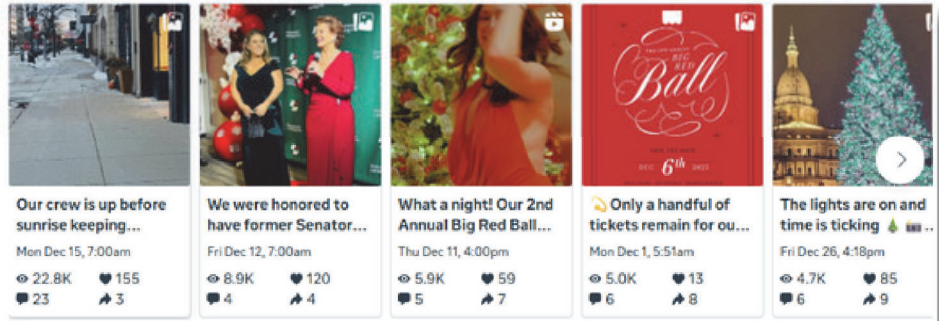
- BRB Ambassador thank you
- Sidewalk maintenance
- BRB attendee thank you

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



Top Performing Posts

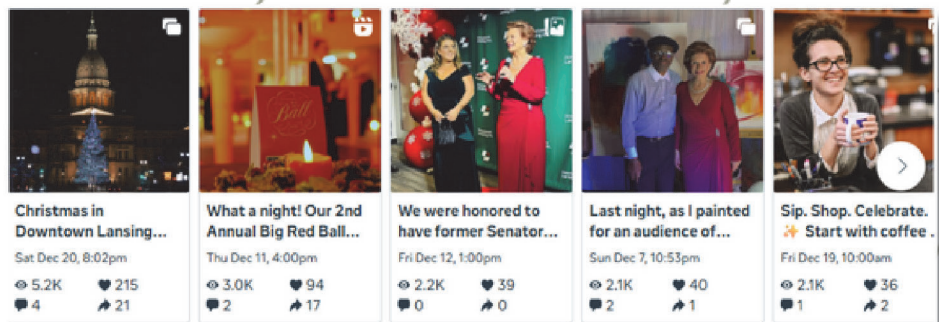
- Sidewalk maintenance
- BRB Ambassador thank you
- BRB Reel
- BRB Ticket Sales
- State Tree reminder

Instagram

Followers: 13,455

Key Organic Metrics:

- Views: 68.7K
- Engagement rate: 1%
- New Follows: 21
- Content Interactions: 625
- Total Reach: 4.7K



Top Performing Posts

- DL holiday Reel
- BRB Reel
- BRB Ambassador thank you
- Orikri Collab
- Business highlight

MARKETING REPORT MIDDLE VILLAGE DECEMBER 2025



MV Google Analytics
Active Users: 512

How do they find us?

- Direct Search: 423
- Organic Search: 85
- Organic Social: 15

Top Page Visits:

- Home Page: 363
- Shops: 78
- Blog: 42
- About: 15
- News & Events: 15

Earned Media

Earned Media Placements: 1
Earned Media

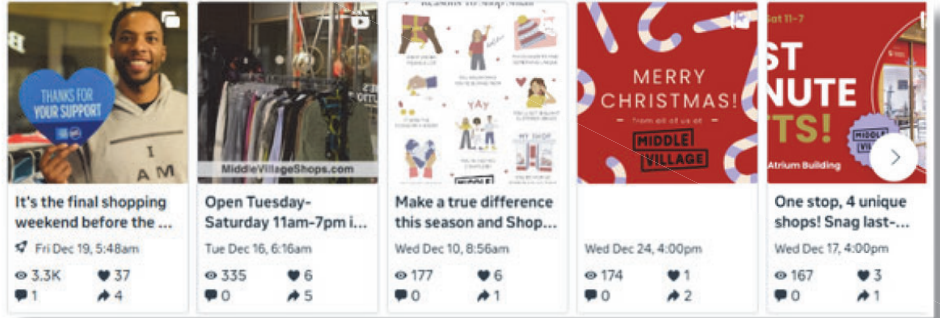
- Press Releases: 0

SOCIAL MEDIA

Facebook
Followers: 1,942

Key Organic Metrics:

- Views: 5.3K
- Interactions: 102
- New Likes: 2
- Link Clicks: 3
- Visits: 183
- Comments: 3
- Shares: 22



Top Performing Posts

- Holiday Shopping
- Commercial share
- Shop Small
- Merry Xmas post



- Weekend shopping reminder
- Holiday shopping
- Merry Christmas
- Last Minute Gifts

Instagram
Followers: 1597

Key Organic Metrics:

- Views: 1.3K
- Visits: 15
- New Likes: 5
- Content Interactions: 20
- Total Reach: 322



Forging the Future in Michigan's Downtown

Bold energy, big dreams and a bright future as we come together to build a thriving and inclusive district in Downtown Lansing.

2026 EDITION

DOWNTOWN LANSING INC.

517.487.3322

downtownlansing.org



State of DOWNTOWN

18 Blocks

39 Restaurants

25 Retail stores

9 New businesses opened

949.1k Visitors (2024)

3.6M Visits (2024)

26% Storefront vacancy rate

Meaningful Momentum

It starts with vision—and it grows into action. Across downtown, new projects are taking shape that will transform how we live, work and connect. Today we're experiencing so much more than just development—it's momentum in motion.

And it doesn't happen alone. Building the future we see takes the public and private sector, big thinkers and doers—all working together to shape what's next for Downtown Lansing. Together, let's champion, invest and choose to be part of the next chapter here in Michigan's Downtown.

Downtown's Goals

- Foster downtown as an energetic, dense and walkable residential neighborhood.
- Nurture a vibrant, diverse and robust business district.
- Cultivate active and welcoming public spaces.
- Build sustainable funding for a sustainable organization.



Downtown Lansing Inc.

TRANSFORMING LANSING'S DOWNTOWN



CULTURE: We are creating a culture where residents, neighbors and visitors of all backgrounds feel a sense of welcome, inclusion and opportunity.



COMMUNITY: At DLI, we're creating a culture where residents, businesses, volunteers and city leaders work together to achieve common goals—championing the future of Downtown Lansing.



COMMERCE: From accelerator programs to merchant meetups, trainings and connections to resources—DLI offers tailored support for local businesses like yours! Showcase your business in Michigan's Downtown.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$5,200,269

Program to date: \$127,643,801



19

Façade & Building Improvements

Program to date: 343



9

New Businesses

Program to date: 125

Community Profile

Downtown Lansing | 2025



Population

4,346



Households

2,300



Median HH Income

\$60,700



Median Age

32 years



Housing Units

2,772



91% Housing is occupied

44% Owner-occupied

47% Renter-occupied

DLI is Helping Businesses Thrive

- Monthly merchant learning series
- Middle Village retail accelerator
- Match on Main grants
- Grand opening celebrations
- Downtown Digital Dollars
- Tenant Improvement grants
- Downtown Business Huddle
- Monthly merchant communications
- Year-round promotional opportunities

“Working with Downtown Lansing Inc. has been an incredible experience. Being part of the Downtown Lansing community means collaboration, support, and shared growth. It’s inspiring to see how local businesses, residents, and leaders come together to make our city vibrant and welcoming.”

—Oluwaseun “Sean” Sipeolu, Owner, Jollof Afro-Caribbean Lounge

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	20,582	119,078	339,842
Households	9,638	51,475	141,747
Median HH Income	\$44,228	\$53,408	\$64,392

In-demand Businesses

Food & Drink

- Breakfast/brunch
- Italian
- Bakery
- Late night dining

Shopping & Retail

- Pharmacy
- Apparel
- Home goods
- Special event apparel

Connecting Community

As champions for Michigan's downtown, Downtown Lansing Inc. (DLI) brings people together—businesses, creatives, residents, and leaders—to cultivate a more vibrant, connected, and thriving downtown. Through economic development, local business support, events, and public space activation, we're here to support and connect the community, fostering a strong sense of involvement.



2024 Pulse of Downtown



- 85%** Visit Downtown Lansing most often for dining
- 25%** Described recent trends in Downtown Lansing as improving or making progress.
- 59%** Said the frequency of their visits to Downtown Lansing increased or stayed the same during the past year.

Social Connection



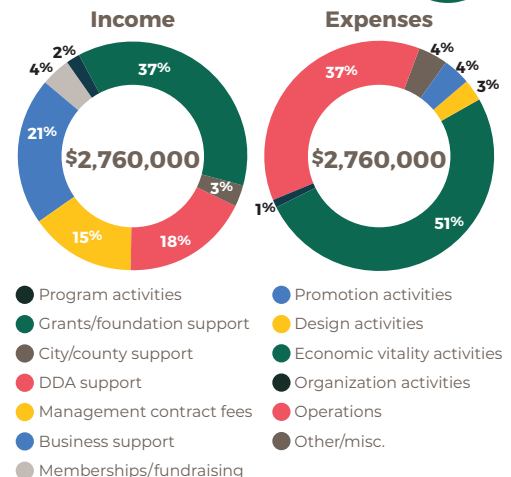
- 12,150+** Facebook Followers
- 13,300+** Instagram Followers
- 1,100+** LinkedIn Followers

Volunteer Connection



- 3,260** Volunteer hours in 2024–2025
- 34,002** Volunteer hours (Program to date)
- \$107,156** Volunteer value in 2024–2025
- \$1,117,646** Volunteer value (Program to date)

In the Numbers



VOLUNTEER SPOTLIGHT

"I love to eat, shop and play in Downtown Lansing! The area has so much to offer and keeps getting better. Living in the city of Lansing, it just makes sense to give back and be part of something great!"

—Alan Woodbury, Vice President, Independent Bank



DOWNTOWN ALIVE

Downtown Lansing
Main Street Events 2024–25

74,444

Est. event attendance

- Big Red Ball Fundraising Gala
- Trick-or-Treat on the Square
- Farmers Market on the Capitol Lawn
- Silver Bells in the City
- Bunny Hop of the Square
- Hispanic Heritage Festival
- Live Music Thursdays
- Evening of Excellence



The inaugural Big Red Ball offered bold looks, big energy and a shared mission raising \$40,000.



New businesses, such as Jollof Afro-Caribbean Cuisine, are diversifying the dining and shopping options you can experience on weekends and into the evening hours.



Middle Village, a 12-month retail accelerator program, welcomed its fifth cohort



Events like Trick-or-Treat on the Square helped welcome over one million visitors this year to the heart of the Capital City.

“This year, Downtown Lansing has shown what’s possible when shared vision meets collective action. With over \$628 million in investment and development coming to Michigan’s Downtown, we’re witnessing the true power of partnership and perseverance. From transformative projects and creative collaborations, Downtown Lansing is growing stronger every day. Let’s keep building Michigan’s Downtown—together.”

—Cathleen Edgerly, Executive Director

Downtown Lansing’s Board of Directors and Staff

President: Jen Estill	Member: Alexander Rusek	CD Director: Kate Litwin
Vice President: Joshua Pugh	Member: Jesse Flores	Marketing/Brand Specialist: Jenea Markham
Treasurer: Julie Durham	Member: Keri Tomac	Marketing/Events Manager: Mario Gonzales
Secretary: Jennifer Hinze	Member: Kris Klein	Office Mgr: Audrey Brayton
Member: Nikki Thompson-Frazier	STAFF	
	Exec. Director: Cathleen Edgerly	

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$9,179,872
2024–25 Total
Private Investment
\$482,929,076
Program to date



\$12,898,910
2024–25 Total
Public Investment
\$165,451,898
Program to date



29,220
2024–25
Volunteer
Hours
952,016
Program to date



93
2024–25
New
Businesses
2,126
Program to date



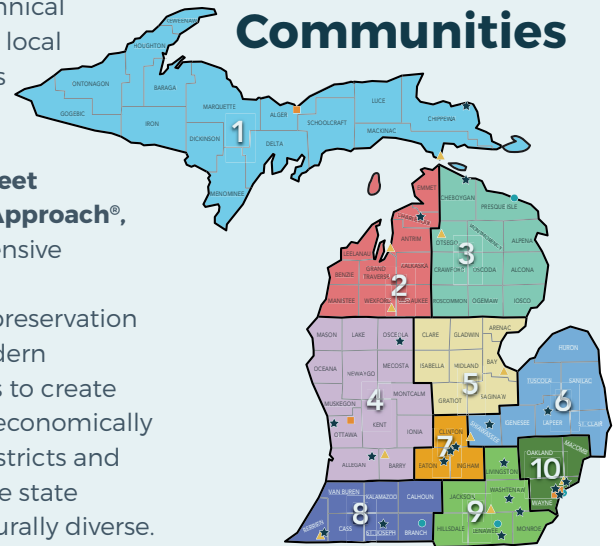
83
2024–25
Façade & Building
Improvements
3,017
Program to date



Michigan Main Street provides technical assistance to local communities as they implement the **Main Street Four-Point Approach®**,

a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



- ★ Master Level
- Select Level
- Network Level
- ▲ Engaged Level



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

www.miplace.org

SMITHGROUP

December 19, 2025

Ms. Cathleen Edgerly
Downtown Lansing, Inc.
112 South Washington Square
Lansing, Michigan 48933

RE: Ongoing Professional Services

Dear Cathleen:

On behalf of SmithGroup, Inc., (“SmithGroup”) I am pleased to submit this proposal for ongoing planning support and urban design services to Downtown Lansing, Inc. The following is our understanding of the services which are to be provided.

UNDERSTANDING OF THE PROJECT

As part of our ongoing contract with Downtown Lansing, Inc. for development planning, community revitalization, and public space placemaking, we have identified additional support needs specific to downtown Lansing, including assistance with small-scale design efforts. Per our recent conversations, we propose the following scope of services.

SCOPE OF SERVICES

SmithGroup shall provide the specified service(s) when requested in writing by an authorized Downtown Lansing, Inc. employee. The scope of work and fee for each assigned project will be defined at the time the service(s) are requested.

Services may include, but are not limited to:

- **Urban Planning** – Professional planning and related work in implementing goals of Downtown Lansing, Inc., including urban planning recommendations, economic and community development strategies, and/or related plans or studies; research and preparation of grant applications; site-specific planning; predevelopment project support; public engagement and visioning; training or attendance at meetings with staff or officials, as requested.
- **Urban Design** – Providing design, illustration graphics, and technical services related to the improvement of public spaces, including landscaping, lighting, park and plaza developments, riverfront access and greenways, streetscapes and street design, non-motorized travel, green stormwater management, signage and wayfinding, alley improvements, and related projects.
- **Other** – Tasks to address concerns relevant to the needs that may be required and requested by Downtown Lansing, Inc. staff.

OWNER RESPONSIBILITIES

In order to ensure an efficient and effective process, Downtown Lansing, Inc. will provide one primary point of contact for project scoping and coordination and provide SmithGroup with mutually agreed upon turnaround time and documentation for each assigned project.

SCHEDULE

SmithGroup will work with Downtown Lansing, Inc. to establish an acceptable schedule for each assigned project.

Downtown Lansing, Inc.

Ongoing Professional Services
Lansing, Michigan

SmithGroup

SMITHGROUP

CONSULTANTS

SmithGroup does not anticipate the use of outside consultants for this project; however, at Downtown Lansing, Inc.'s request, additional consultant expertise can be incorporated into the efforts undertaken for this contract.

PROFESSIONAL SERVICES FEE

Downtown Lansing, Inc. shall compensate SmithGroup for the scope of services for each assigned project on an hourly not-to-exceed fee basis, plus reimbursable cash charges, as authorized by Downtown Lansing, Inc. staff, per the attached Standard Fee Schedule.

REIMBURSABLE EXPENSES

In addition to the fee, the following cash costs shall be reimbursable:

1. Travel expenses related to this project. Reimbursement for car mileage is the standard mileage allowance determined by the Internal Revenue Service. The current mileage rate is \$.70 per mile.
2. Printing and/or reproduction of presentation materials, sketches, drawings, specifications, reports and other project related documents, either digitally or in hard copy.
3. Postage, express charges and other similar items.
4. Models, renderings, photography and other special presentation material for other than SmithGroup's own use.
5. Regulatory Agency review fees; and
6. Employment of, with client's prior approval, special consultants other than those listed in this proposal.

Compensation for these reimbursable expenses will include a 10% management fee.

ADDITIONAL SERVICES

Requests for additional services or staff time will be documented by SmithGroup (if given verbally), and the work will commence upon Downtown Lansing, Inc.'s approval of an estimated fee for that effort. Downtown Lansing, Inc. shall reimburse SmithGroup on an hourly basis of SmithGroup's project staff actively engaged for all personnel hours worked on the project.

PAYMENTS

Invoices will be prepared monthly on the basis of services rendered.

All payments due to SmithGroup shall be made monthly upon presentation of the statement of services rendered. All payments due SmithGroup under this Agreement shall bear interest at one-and one-half (1½%) percent per month commencing thirty (30) days after the date of billing.

INTELLECTUAL PROPERTY

In rendering its Services, SmithGroup may create and provide to Downtown Lansing, Inc. documents which include (i) Downtown Lansing, Inc. internal data, analyses, recommendations, and similar items (collectively, "Client Data"), and (ii) data and/or recommendations that have been created by SmithGroup for the benefit of Downtown Lansing, Inc. as part of the Services (collectively, "SmithGroup Data"). In the development of SmithGroup Data, SmithGroup may use algorithms, software systems, plans, processes, tracking tools, contract assessment/ modeling tools, formulas, or data from third-

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Lansing, Michigan

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party vendors, and other intellectual property owned by SmithGroup or which SmithGroup has the right to use as of or after the date hereof (including, without limitation, the format of SmithGroup's reports and any improvements or knowledge SmithGroup develops, whether alone or with others, in the performance of the Services) (collectively, "SmithGroup Tools"). Downtown Lansing, Inc. shall own, solely and exclusively, the Client Data delivered pursuant to this Agreement. Downtown Lansing, Inc. agrees that SmithGroup shall own, solely and exclusively, all SmithGroup Tools and all intellectual property rights therein whether or not registerable (including without limitation patents and inventions, trademarks, service marks, logos and domain names and all associated goodwill, copyrights and copyrightable works and rights in data and databases, and trade secrets, know-how and other confidential information). Downtown Lansing, Inc. acknowledges and agrees that SmithGroup may, and reserves the right to, use the Client Data and any information and data generated by the SmithGroup Tools solely in an aggregated, non-personally identifiable manner in order to create and improve the compilations, statistical analyses, or benchmarks provided by SmithGroup in any services (collectively, "Aggregate Data") as long as the resulting information does not identify Downtown Lansing, Inc. and Downtown Lansing, Inc. hereby grants to SmithGroup a perpetual, irrevocable, royalty-free license to use the Client Data, solely as described herein. All right, title and interest in and to the Aggregate Data shall inure to the sole and exclusive benefit of SmithGroup. With respect to any SmithGroup Data that is contained in any documents delivered by SmithGroup to Downtown Lansing, Inc., SmithGroup grants Downtown Lansing, Inc. a royalty free, paid up, non-exclusive, perpetual license to use the SmithGroup Data solely in connection with Downtown Lansing, Inc.'s internal use of the documents and for no other purpose. Downtown Lansing, Inc. acknowledges and agrees that all SmithGroup Data (including any advice, recommendations, information, or work product incorporated into the SmithGroup Data) provided to Downtown Lansing, Inc. by SmithGroup in connection with this Agreement is for the sole internal use of Downtown Lansing, Inc., including all subsidiaries of Downtown Lansing, Inc., and may not be used or relied upon by any third party; provided that Downtown Lansing, Inc. may incorporate into documents that Downtown Lansing, Inc. intends to disclose externally SmithGroup summaries, calculations or tables based on Downtown Lansing, Inc. information contained in Client Data, but not SmithGroup's recommendations or findings. SmithGroup retains all rights not expressly granted to Downtown Lansing, Inc. hereunder.

DELIVERY OF CADD GRAPHIC FILES

Any electronic/data/digital files (Files) from SmithGroup shall be deemed Instruments of Service, and/or Work Product, as the case may be, for the Project identified above. Downtown Lansing, Inc. covenants and agrees that: 1) the Files are Instruments of Service of SmithGroup, the author, and/or Work Product of SmithGroup, as the case may be; 2) in providing the Files, SmithGroup does not transfer common law, statutory law, or other rights, including copyrights; 3) the Files are not Contract Documents, in whole or in part; and 4) the Files are not As-Built files. Downtown Lansing, Inc. agrees to report any defects in the Files to SmithGroup, within 45 days of the initial Files transmittal date (Acceptance Period). It is understood that SmithGroup will correct such defects, in a timely manner, and retransmit the Files. Downtown Lansing, Inc. further agrees to compensate SmithGroup, as Additional Services, for the cost of correcting defects reported to SmithGroup after the Acceptance Period. Downtown Lansing, Inc. understands that the Files have been prepared to SmithGroup's criteria and may not conform to Downtown Lansing, Inc.'s drafting or other documentation standards. Downtown Lansing, Inc. understands that, due to the translation process of certain CADD formats, and the transmission of such Files to Downtown Lansing, Inc. that SmithGroup does not guarantee the accuracy, completeness or integrity of the data, and that the Downtown Lansing, Inc. will hold SmithGroup harmless for any data or file clean-up required to make these Files usable. Downtown Lansing, Inc. understands that even though SmithGroup may have computer virus scanning software to detect the presence of computer viruses, there is no guarantee that computer viruses are not present in the Files, and that Downtown Lansing, Inc. will hold SmithGroup harmless for such viruses

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Lansing, Michigan

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and their consequences, as well as any and all liability or damage caused by the presence of a computer virus in the Files. Downtown Lansing, Inc. agrees, to the fullest extent permitted by law, to indemnify and hold SmithGroup harmless from any and all damage, liability, or cost (including protection from loss due to attorney's fees and costs of defense), arising from or in any way connected with and changes made to the Files by Downtown Lansing, Inc. Under no circumstances shall transfer of Files to Downtown Lansing, Inc. be deemed a sale by SmithGroup. SmithGroup makes no warranties, express or implied, of merchantability or fitness for any particular purpose.

LIMITATION OF LIABILITY

NOTWITHSTANDING ANYTHING TO THE CONTRARY AND TO THE FULLEST EXTENT PERMITTED BY LAW, DOWNTOWN LANSING, INC. AGREES THAT THE TOTAL LIABILITY OF SMITHGROUP IN CONNECTION WITH THIS AGREEMENT, WHETHER IN CONTRACT, TORT, NEGLIGENCE, BREACH OR OTHERWISE, SHALL NOT EXCEED AND SHALL BE LIMITED TO THE TOTAL COMPENSATION RECEIVED BY SMITHGROUP UNDER THIS AGREEMENT.

INSURANCE PROGRAM

SmithGroup maintains an industry standard insurance program to help manage risk that contains terms no less stringent than the following: (a) Commercial General Liability Insurance with minimum limits of US\$1,000,000 combined single limit and combined bodily injury and property damage per occurrence and US\$2,000,000 dollars in the aggregate; (b) Commercial Automobile Liability Insurance providing coverage for owned, hired, and non-owned motor vehicles used in connection with this Agreement in an amount of not less than US\$1,000,000 per accident combined single limit for bodily injury and property damage; (c) Umbrella Liability providing excess liability coverage in the minimum amount of US\$5,000,000 per occurrence, to supplement the primary coverage provided in the policies listed above; (d) Professional Liability Insurance (Errors and Omissions Insurance), which policy also includes Cyber Liability Insurance for financial losses arising from destruction or corruption of data, including but not limited to privacy and data security breaches, virus transmission, unauthorized access, denial of service and loss of income from network security failures, with minimum limits of US\$5,000,000; (e) Workers Compensation Insurance covering SmithGroup employees pursuant to applicable state laws, and at the maximum limits statutorily required for each such state; and (f) Commercial Crime Insurance including coverage for loss or damage resulting from theft committed by SmithGroup employees, acting alone or in collusion with others, and coverage for computer crime, with a minimum per event and annual aggregate limit of US\$1,000,000. Upon request, SmithGroup shall promptly furnish the Client with a certificate evidencing the coverages set forth above.

MISCELLANEOUS PROVISIONS

SmithGroup will use reasonable professional efforts and judgment in responding in the design to applicable federal, state and local laws, rules, codes, ordinances and regulations. Downtown Lansing, Inc. acknowledges that certain state and local laws, rules, codes, ordinances and regulations may reference standards that are outdated and/or contrary with today's industry requirements. SmithGroup cannot and does not warrant or guarantee that the Project will comply with all such outdated and/or contrary federal, state and local laws, rules, codes, ordinances and regulations.

Notwithstanding anything to the contrary, nothing contained herein shall be construed: i) to constitute a guarantee, warranty or assurance, either express or implied, that SmithGroup's Services will yield or accomplish a perfect outcome for this Project; or ii) to obligate SmithGroup to exercise professional skill or judgment greater than the standard of care exercised by other similarly situated design professionals currently practicing in the same locale as this Project, under the same requirements of this Agreement; or iii) as an assumption by SmithGroup of liability of any other party.

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Lansing, Michigan

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SmithGroup will use reasonable professional efforts and judgment to interpret applicable ADA requirements and other federal, state and local laws, rules, codes, ordinances and regulations as applicable to this Project. Downtown Lansing, Inc. acknowledges that requirements of ADA, as well as other federal, state and local laws, rules, codes, ordinances and regulations, will be subject to various and possibly contradictory interpretations. SmithGroup cannot and does not warrant or guarantee that the Project will comply with all interpretations of the ADA requirements and/or the requirements of other federal, state and local laws, rules, codes, ordinances and regulations.

Notwithstanding anything to the contrary in this Agreement, the Parties acknowledge that there may be delays in the performance of this Agreement for the period that such delay is due to causes beyond a Party's reasonable control, including but not limited to Acts of God, government regulations, orders or controls (including, but not limited to, shelter-in-place orders and construction moratoriums), quarantine, epidemic or pandemic. Both Parties shall make reasonable efforts to notify the other Party if a force majeure event will delay performance. In the event of such delay, neither Party shall be liable to the other Party for delay or damage caused. SmithGroup's fees for the remaining services and the time schedules shall be equitably adjusted as mutually agreed between the Parties before services are resumed.

Thank you for contacting SmithGroup. We look forward to continuing our work with Downtown Lansing, Inc. on this project.

This document will serve as an agreement between us, and you may indicate your acceptance by signing in the space provided below and returning one (1) signed copy for our files.

SmithGroup (*Signature*)

Downtown Lansing, Inc. (*Signature*)

Robert R. Doyle, Senior Principal | Landscape Architect
(*Printed name and title*)

(*Printed name and title*)

Date

Date

Attachment 'A' – Standard Fee and Reimbursement Schedule Ann Arbor, Michigan

Downtown Lansing, Inc.

Ongoing Professional Services
Lansing, Michigan

SmithGroup

ATTACHMENT A
SMITHGROUP

**Standard Fee and Reimbursement Schedule Ann Arbor, Michigan
 January 1, 2025**

<u>CLASS DESCRIPTION</u>	<u>BILLING RATE</u>	<u>CLASS DESCRIPTION</u>	<u>BILLING RATE</u>
Civil Engineer I	\$ 125	Structural Engineer I	\$ 125
Civil Engineer II	\$ 151	Structural Engineer II	\$ 170
Civil Engineer III	\$ 166	Structural Engineer III	\$ 189
Civil Engineer IV	\$ 187	Structural Engineer IV	\$ 249
Civil Engineer V	\$ 239	Structural Engineer V	\$ 287
Civil Engineer IV, Principal	\$ 213	Structural Engineer, Principal	\$ 292
Civil Engineer V, Principal	\$ 250	Planner I	\$ 104
Landscape Architect I	\$ 104	Planner II	\$ 135
Landscape Architect II	\$ 125	Planner III	\$ 161
Landscape Architect III	\$ 156	Planner IV	\$ 177
Landscape Architect IV	\$ 182	Planner V	\$ 198
Landscape Architect V	\$ 187	Planner IV, Principal	\$ 187
Landscape Architect IV, Principal	\$ 198	Planner V, Principal	\$ 239
Landscape Architect V, Principal	\$ 229		
Electrical Engineer I	\$ 130	Interiors I	\$ 108
Electrical Designer	\$ 141	Interiors II	\$ 130
Electrical Engineer II	\$ 151	Interiors III	\$ 173
Electrical Engineer III	\$ 177	Interiors IV	\$ 218
Electrical Engineer IV	\$ 229	Interiors V	\$ 250
Electrical Engineer V	\$ 244	Surveyor I	\$ 120
Electrical Engineer, Principal	\$ 282	Surveyor II	\$ 140
		Surveyor III	\$ 161
		Surveyor IV	\$ 192
		Surveyor V, Principal	\$ 208
Mechanical Engineer I	\$ 130		
Mechanical Designer	\$ 141	Graphic Designer	\$ 135
Mechanical Engineer II	\$ 167	Visualization Specialist	\$ 177
Mechanical Engineer III	\$ 194	Intern	\$ 83
Mechanical Engineer IV	\$ 233	Technical / Administrative	\$ 104
Mechanical Engineer V	\$ 276		
Mechanical Engineer, Principal	\$ 286	Principal in Charge	\$ 260
Architect I	\$ 113	Vice President	\$ 289
Architect II	\$ 135	Project Manager	\$ 247
Architect III	\$ 179		
Architect IV	\$ 227	Data Scientist	\$ 250
Architect IV, Principal	\$ 234	Academic Strategist	\$ 291
Architect V	\$ 250	Urban Design Strategist	\$ 229
Architect V, Principal	\$ 297	Construction Administrator	\$ 247
Lighting Designer, Graduate	\$ 120	Construction Specifier	\$ 219
Lighting Designer	\$ 170	BIM Technologist	\$ 195
Lighting Designer, Principal	\$ 254	Mobility Strategist	\$ 270

These billing rates are subject to semi-annual review and revision.

A surcharge of fifty percent (50%) will be added to hourly rates for expert witness testimony and/or for participation at hearings, depositions, etc.

Big Red Ball Event Recap

DLI's **Second Annual Big Red Ball** took place on Saturday, December 6, 2025, at the historic Knapp's Centre in Downtown Lansing. This black-tie gala serves as our signature fundraiser.

- **Date & Time:** Saturday, December 6, 2025; VIP private donor reception began at 6:00 PM with doors opening to all guests at 7:00 PM.
 - **Location:** Knapp's Centre, 300 S. Washington Square
 - **Ambassadors & Leadership:** Event ambassadors included U.S. Senator *Debbie Stabenow* and Autumn Weston, local business owner. A dedicated host committee of community and business leaders helped guide the event planning and outreach.
 - **Entertainment:** Attendees enjoyed live music from a Lansing Symphony Orchestra Quartet, DJ, a silent auction, wine pull, photo stations, and dancing.
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- **Total Guests:** 282 ticketed attendees, along with 35 volunteers -Total of 315 people at the event not including Catering and Casino staff
 - **Ticket Sales Revenue:** \$13,500
 - **Total Sponsorship Revenue:** \$107,500
 - **Bar Sales & Silent Auction Profit:** \$7,459.50
 - **Net Proceeds:** **\$53,395** after accounting for direct event expenses.
-

- **Volunteer Support:** 38 volunteers contributed to day-of event operations and setup, with an additional 3 volunteers assisting with post-event cleanup and transportation back to the DLI office.
- **Sponsor Engagement:** A total of 60 sponsors participated, with contributions ranging from \$500 to \$8,000, underscoring broad community investment in the event's mission and reach.
- **Local Businesses Featured:** With caterers, rental companies, silent auction items, etc. this event supported/included 20 local Lansing businesses.

	2025 Budget	2026 Budget	YTD	2027 Budget	Notes
Ordinary Income/Expense					
Income					
Assessment Transfer Income	467,000.00	486,000.00	375,663.13	519,000.00	for our budget - includes PSD B boundary extension
Business Development.					
Business Huddle	2,200.00	2,200.00	600.00	0.00	Switching up format and plans for Business Huddle in FY 2027
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	0.00	MEDC wasn't renewed for this funding.
Design & Public Spaces.					
Adopt-a-Spot	1,000.00	0.00	0.00	0.00	Goal is to secure some funding/partner with business owners in alley for improvements with LEO Funds and private partnerships. This will be critical with upcoming street reconstruction. Walk of Fame fundraising is also included here.
Alleys and Park Activations	29,000.00	5,000.00	0.00	55,000.00	Board discussed and we will not be charging. If City wants to charge as the enforcer that will go through them. DLI will be the reviewer.
Business Extention Permit Fees	0.00	100.00	0.00	0.00	Sponsorship to cover cost of materials for clean-up and food after for volunteers.
Clean Sweep	2,000.00	2,000.00	1,000.00	1,000.00	Private investment/Sponsors. Goal is to secure a minimum of \$30,000 in sponsorship for this to cover artists fees and installation costs as well as funds from LEO (We have to expend funds first that we get cover this. Otherwise it'd all be sponsorship
Community Seating & Art	10,000.00	25,000.00	0.00	30,000.00	We could use some of funds raised from Big Red Ball to cover this. Otherwise it'd all be sponsorship
Downtown Decorations	50,000.00	50,000.00	0.00	30,000.00	9,000.00 sponsors covering costs
Downtown Flowers & Hang. Bask.	10,000.00	10,000.00			
Vacant-Community Spaces	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	125,000.00	Remaining funds carried over from state appropriated \$5 million for Projected FY 2027. (Current YTD includes funds transferred to date plus LEO Talent Investment Pilot reimbursements received this FY to date.)
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	Middle Village is now with DLPI
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	Sponsorship of event
Total Organization.	5,000.00	5,000.00	6,000.00	6,000.00	
Promotions.					
Event Income	60,000.00	110,000.00	95,733.97	135,000	Sponsorship of events based on previous years and goals attained.
Total Promotions.	60,000.00	110,000.00	95,733.97	135,000.00	
Total Income	3,307,200.00	2,680,300.00	781,000.61	1,877,500.00	
Expenses					
Business - Match on Main	0.00	0.00	0.00	0.00	
Business Development					
Business Huddle	2,200.00	2,200.00	367.52	600.00	
Recruitment & Retention	5,000.00	10,000.00	6,082.39	\$10,000.00	
Downtown Digital Dollars	5,000.00	5,000.00	5,500.00	5,500.00	
Total Business Development	12,200.00	17,200.00	11,949.91	16,100.00	
Design & Public Spaces					
Business Improvement Grants	430,500.00	610,000.00	83,898.95	450,000.00	*For 2026-2027 there will be large expenses due to CSO covered by the LEO Talent investment grant estimated at \$1M Tenant Improvement, Sign and Patio grants. Depending on Macotta we'll spend at least another \$200,000 this FY
Art & Alleys	9,000.00	75,000.00	2,293.06	40,000.00	Covered through LEO Talent investment, City partnerships, RAD Women sponsorships, window art
Downtown Decorations	3,000.00	6,000.00	2,800.00	30,000.00	We anticipate using some BRB funding raised to improve traffic circle and light pole signage
Flowers & Hanging Baskets	10,000.00	10,000.00	6,000.00	8,000.00	
Clean Sweep	1,000.00	2,000.00	500.00	500.00	Will include \$3500-\$5000 based on last year's expenses
Perennials	10,000.00	10,000.00	1,550.00	3,500.00	Based on continued delays in CSO, we'll use for art or decorations
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	

will be a touch up. FY 2027 will be a full application.

Mulch	0.00	10,000.00	5,000.00	10,000.00	10,000.00
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	Vacant window art installs
Trash Can Repair & Replacement	500.00	500.00	500.00	500.00	
Total Design & Public Spaces	670,000.00	964,500.00	105,053.91	545,700.00	
Information Technology	35,000.00	36,500.00	14,952.00	36,500.00	

M.V. is operating under DLPI. We can show any transfer of funds for FY 2026

Middle Village Micro Market	37,000.00	72,000.00	18,699.00	0.00	
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Misc. Operating

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	Based on insurance rates going up by double digits and what we normally budget
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	56,272.00	
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	65,000.00	YTD includes legal, CPA, and partial year of CFA, services if we want to continue
Misc Operating- Other	5,500.00	5,500.00	0.00	1,500.00	
Total Misc. Operating	559,341.54	639,650.00	372,958.92	671,445.00	

Organization

Annual Meeting	5,000.00	5,000.00	8,000.00	5,000.00	
Annual Reports	500.00	300.00	183.00	215.00	
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	

Total Organization	56,743.64	27,440.00	20,285.00	19,215.00
Personnel				
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
Total Personnel	443,000.00	458,600.00	152,144.15	459,400.00
Promotions				
Event Expenses	43,000.00	110,000.00	70,844.51	100,000.00
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
Total Promotions	90,000.00	175,100.00	75,336.57	116,600.00
Total Expense	2,573,285.18	2,390,990.00	1,710,924.64	1,864,960.00
Net Balance	733,914.82	969,375.36		12,540.00
Other Income/Expense				
Other Income				
Fund Balance	561,913.00	500,000.00		500,000
Total Other Income	561,913.00	500,000.00		500,000
Net Other Income	561,913.00	500,000.00		500,000
	1,295,827.82	1,469,375.36		512,540.00



BASELINE REQUIREMENTS

Some indicators are required as important baseline (starting point) for a local program to qualify for Accreditation.

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district’s Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district’s revitalization programming and the Main Street program’s operations.
- Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics are reported as required by the Coordinating Program.
- Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

HOW GRADING WORKS

Within each Standard, each indicator is scored on a scale of 1-5. Each number represents the following. Communities need to average at least three (3) points per Standard to achieve Accreditation.

1	2	3	4	5
Not being addressed at this time	Minimal work but needs more attention	Meets the Standard	Has achieved success above and beyond the Standard	Achieved exceptional results

Standards	LP	CP/MSA
Broad-Based Community Commitment to Revitalization	4	4
Inclusive Leadership and Organizational Capacity	4	4
Diversified Funding and Sustainable Program Operations	4	4
Strategy-Driven Programming	3	4
Preservation-Based Economic Development	3	3
Demonstrated Impact and Results	3	4

1. Communities must meet the Baseline Requirements.
All baseline requirements being met

2. Average at least three (3) points per Standard to achieve Accreditation.
All Standards are being met

SUMMARY OF FINDINGS & RECOMMENDATIONS

Downtown Lansing Inc. continues to perform at the **National Accreditation** level, with 2025 self-assessment scores reflecting consistent strength across the Main Street Standards, particularly in community commitment, partnerships, strategy-driven programming, and demonstrated impact. Since the 2024 assessment, DLI has made thoughtful, capacity-building investments that position the organization well for the next phase of growth.

A notable advancement this year is the hiring of a professional fundraiser who is embedded in the district and working alongside staff and board members. This approach is strengthening internal fundraising skills while building a sustainable culture of philanthropy, directly supporting long-term organizational resilience.

DLI continues to build on the success of the Middle Village Entrepreneurial Program, which has resulted in six new businesses, five of which are located downtown.

The organization is also elevating preservation through public storytelling by highlighting the history and significance of downtown buildings. This work reinforces preservation as an economic development strategy and aligns well with upcoming capital investments.

Looking ahead, a major streetscape project scheduled for next year offers an opportunity to improve the pedestrian environment and strengthen placemaking efforts significantly. At the same time, rising rents and landlord challenges remain an important issue requiring continued advocacy and coordination.

Recommendations

- 1. Leverage the Streetscape Project for Engagement and Placemaking**
Continue proactive communication with businesses and property owners and pair infrastructure improvements with placemaking, public art, and wayfinding to reinforce Downtown Lansing's identity as Michigan's Downtown.
- 2. Institutionalize Fund Development Practices**
Build on the momentum created by the professional fundraiser by formalizing board involvement in donor cultivation, stewardship, and long-term fundraising strategy.
- 3. Advance the Macotta Club with Clear Criteria and Outcomes**
As construction progresses, including structural work tied to historic building reuse, establish clear participation criteria and benchmarks for established restaurateurs to support the successful implementation of this innovative concept.
- 4. Expand Preservation Storytelling into Advocacy**
Use building stories to support conversations around reinvestment, rising rents, and long-term district health.
- 5. Maintain Cross-District Collaboration**
Continue quarterly coordination with the Old Town Commercial Association and explore opportunities for shared advocacy or communication.

Downtown Lansing Inc. remains a strong, nationally accredited Main Street program that is using data, experience, and strategic investment to guide its work. With increased fundraising capacity, refined entrepreneurial support, and significant public realm improvements ahead, DLI is well positioned to build on its success and continue advancing its impact at the national level.

Lisa Mullins Thompson, Senior Program Officer
Main Street America
Email: LThompson@mainstreet.org

Laura Krizov, Manager
Michigan Main Street
Email: krizovl1@michigan.org



CONFLICT OF INTEREST POLICY

The Board of Directors, Committee Members, and all employees of Downtown Lansing Inc. shall exercise the utmost good faith in all transactions relating to their duties for Downtown Lansing.

In their dealings with and on behalf of Downtown Lansing Inc., they should be held to a strict rule of honest and fair dealing between themselves and the association. They shall not use their positions, or knowledge gained, in such a way that a conflict, real or perceived would arise between the interest of Downtown Lansing Inc., and that of the individual or the organization that they serve. Any actual or threatened violation of this prohibition should be promptly disclosed.

The Board of Directors, Committee Members, and all DLI employees shall not accept any material gifts, favors, or hospitality that might influence their decision-making or compromise their judgment in actions affecting Downtown Lansing Inc. Any actual or threatened violations of this prohibition should be promptly disclosed.

Although positions of divided interest with potential conflict may exist from time to time, such instances shall not be permitted to influence adversely the welfare of Downtown Lansing Inc. and the volunteer committees or Board. Therefore, any persons subject to this policy shall promptly disclose for him/her and members of his/her immediate family:

- 1.) The existence of any actual or pending employment, appointment, activity, relationship or other position which may be of divided interest with Downtown Lansing Inc.; and
- 2.) The existence of any actual or pending investment, contract, conveyance, purchase, sale, or other transaction directly or indirectly involving or affecting such persons and which might involve a real or apparent material conflict with the interest of Downtown Lansing Inc.
- 3.) The existence of shared interests with an organization where projects or ideas discussed at a Main Street committee or Board level would be used to benefit another organization or individual.

The disclosure required by this policy shall be made to the President of the Board of Directors. Each year, all employees, board members, and committee members shall complete and sign a conflict of interest statement. Any member found to violate this policy will be subject to immediate removal from association with Downtown Lansing Inc.

Signing this statement covers the period of January 1, 2026 through December 31, 2026. I have reviewed the Conflict of Interest Policy and agree to its terms.

Signature

Date

Printed name Role with Downtown Lansing Inc.