

DLI Board Meeting

March 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 March 12, 2026
- Minutes from February 12, 2026
- Committee Reports
- Monthly Financials – J. Durham

5. Old Town Updates:

6. Reports

- Director Report
- President's Report

7. Action/Discussion Items

- LEO Grant Funding Budget, Goal #3 Objective 1
- Legendary Women of Lansing
- Big Red Ball
- MMS Technical Service

9. New Business:

10. 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*

Board Advisors: Peter Spadafore, James Lenon

DLI Board Meeting

February 12, 2026 | 11:30 am

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

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

Members Absent: J. Durham, J. Pugh

Board Advisors Present: None

Board Advisors Absent: Peter Spadafore & James Lennon

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

Guests Present: None

Minutes

1. Call to Order: Meeting called to order at 11:32 a.m. by J. Estill

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

3. Correspondence: None

4. Consent Agenda Approvals

- Agenda February, 2026
- Minutes from January 2025 Meeting
- Committee Reports
- Monthly Financials

Motion by A. Rusek to approve consent agenda. Second by K. Klein. Motion passed unanimously.

5. Old Town Updates: Cathleen shared James Lennon's report regarding Old Town as follows: OTCA held their annual meeting and welcomed two new board members, Elyse Ribbons (Chendu Teahouse) and Terri Salas (Plante Moran).

Chocolate Walk sold out and feedback was great from merchants.

Cinnamon Lane Bakery opened in the former October Moon space.

Seams is expanding into the old Spin location.

Tanooki's opening in the former Blue Owl space.

Lumberjack Fest will be held on Saturday, March 7th.

6. Reports:

- **Director's Report:** C. Edgerly shared the following updates including Promotions Committee: Met yesterday and annual Brrr Crawl coming up with 6-7 volunteer shifts still open. The event has 8 participating businesses. The planning team kicked off the Downtown Egg-Stravaganza on Saturday, April 4th from 10am-1pm. Lots of volunteer opportunities leading up to the event including stuffing eggs, and 40+ volunteer roles the day of. Business recruitment needed as well as other spots. Links to signups will be emailed to the board. \$7500 in sponsorship is the goal.

Salt shortages have hit downtown. Lake State has been making multiple passes to shovel by hand. Big thanks to Lake State for the extra work managing without salt.

State of Downtown: C. Edgerly and J. Estill shared some ideas for this year's State of Downtown. Brief updates are included in packet but looking at any changes based on feedback. Looking at doing a more interactive State of Downtown centered around Michigan's Downtown. Looking at advocacy and allocation based on examples from Albany. Discussion held by board on how Albany received money to support them as the state capital, if the event should be public vs. by invite. Discussion took place on whether we can get a stipend to support instilling a sense of pride and ownership into Lansing as the state capital.

Jesse suggested two events: one giving the speech as the state of downtown and secondary Public Discussion held on how to handle the breakout sessions and ideas. Plan is to be held in early April.

- **President's Report:**

Jen Estill expressed she has been having discussions with those interested in working on Cedar and Larch area and MDOT. Anyone who wants to be involved can contact her.

8. Action/Discussion Items:

-Budgets: C. Edgerly walked the board through updates to the draft budget that was approved for presentation to council based on increased assessment revenues and transfers due to district changes. Match on Main has also been reinstated. DLI can apply on behalf of two businesses. Rusek reviewed the process to apply to make sure matches are cohesive. Big Red Ball sponsorships/fundraising changes made. Downtown flowers and hanging baskets came in lower than anticipated (all sponsorship revenue). Most changes were made to be more conservative in estimation of expenses. Professional services were budgeted lower than previously thought based on upcoming work needed.

Motion to approve proposed budget so that C. Edgerly can provide it to the city council by A. Rusek. Seconded by K. Klein. Goal was to keep a fund balance appropriate for emergencies and unexpected costs. After meeting with new staff at treasury, there is interest income coming in. Reporting will be forthcoming and Kate will continue working with the city on the interest incoming going forward.

The board also discussed future planning to have something in place for a written documented agreement between the City and DLI to call out interest revenue. Something to consider and move to - DLI handling own funds separate from that. Continuing discussion held on what fund balances should be as DDA. Estill would like to explore options while continued fundraising is happening.

Advent House Quarterly Update: The board reviewed the quarterly downtown report from Advent House. Hinze expressed an interest in looking into Advent House contract and seeking RFP's to other organizations in preparation for the May board meeting Agenda. Review for quotes requested. Board discussed who to consider and reach out to, exploring updates and looking at if any changes at city level are needed or what to look for. No action item needed at this time.

Current Committee Projects: Board reviewed ongoing projects planned for FY 2026-2027.

Leo Grant Talent Upgraded Scope: C. Edgerly shared an updated regarding the \$1.37 million dollar award based on enhancements surrounding the CSO street reconstruction project including lighting and art. CSO delay for two years - reached out to LEO to continue approval of expenses within agreement. Tie-in and enhancing Gentlozzi's ongoing upgrades. Cathleen will meet with LEDC and move forward with updated grant agreement. The board asked if we need to expend funds in 2026 or can we have a longer timeline? Estill asked if any way to get the overview of what the grant covers and opportunities to use it?



9. New Business: None

10. Motion to Adjourn: J. Hinze motioned to adjourn at 12:36 p.m. 2nd by J. Estill. Motion approved unanimously.



March Organization Committee

March 4th

8:00 a.m. via Zoom

Present: Alex Rusek, Chioma Lewis, Allison Shudark, Melissa Cole

Staff: Mario Gonzales

Minutes

1. Call to order: Technical issues on Teams, half were able to get onto the new Zoom invitation. Call to order happened at 8:20AM.

2. Approval of February Meeting Minutes: Alex motioned to approve, Chioma seconded.

3. Volunteer Hours: Alex (3 hours)

4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE MONDAY, MARCH 23)**
 - Business Huddle (DLI)
 - Business of the Month: RE Olds Transportation Museum (Alex)
 - Hanging Basket adoptions open (Jenea)
 - Match on Main grant (Kate)
 - Any other ideas?

- **E-NEWS - (ARTICLES DUE MONDAY, MARCH 23)**
 - Downtown Egg-Stravaganza short reminder (staff)
 - Business of the Month: RE Olds Transportation Museum (Alex)
 - Volunteer of the Month: Dana Kromer (Fox 47) helped with TOTS, BRB, signed up for Eggs, also serves on Promo committee (Chioma)
 - Earth Day: ways to go green in Downtown? (Chioma)
 - i. Park highlight? Riverwalk
 - Adopt-A-Spot highlight and info (DLI Staff)
 - BrrrCrawl recap (Mario)
 - History spotlight? (Jay)
 - i. Historic Downtown: Reutter Park
 - ii. Historic Downtown: Centennial Building/CATA HQ (Chioma)
 - Any other topics of interest?
 - i. National Brunch Month (Chioma)
 - ii. National Pickleball Meeting (Allison)

5. Social Stats:

- **Facebook (showed growth in all metrics)**

Followers: 12,566

 - Key Organic Metrics:
 - Views: 159K

- Engagement rate: 11.3%
 - New Follows: 115
 - Link Clicks: 1.3K
 - Shares: 59
 - Content Reactions: 981
 - Event Follows: 493
- **Instagram (showed growth in all metrics)**
Followers: 13,509
 - Key Organic Metrics:
 - Views: 67.6K
 - Engagement rate: 8.9%
 - New Follows: 103
 - Content Interactions: 915
 - Total Reach: 6.6K

6. DLI Updates (staff):

Business Development Committee Updates:

Recruitment is still actively happening. Kate was interviewed by Fox47 to promote the search.

Design & Public Spaces Updates:

Adopt-A-Spot launches in May, as well as Spring Clean Up Day on May 10th. Historic architecture information has been added to the upcoming Explore Downtown Lansing app.

- Mario invited the committee to volunteer for the Spring Clean Up.

Promotion Updates:

Downtown Egg-Stravaganza still needs more subcommittee, egg-stuffing and day-of volunteers. Planning for 517 day will begin in partnership with Metro Melik

- Chioma mentioned The Lansing Cowboy as potential musician for 517 Day.

7. Adjourn: 8:50AM. Alex motioned. Chioma seconded.





**Downtown
Lansing Inc.**

Promotions Committee

February 11, 2026 at DLI Office | Meeting Minutes

Committee Members: Melik Brown, Tony Beyers, Mary Toshach, Keri Tomac, Josh Watson, Hannah Lupi

Staff Members: Mario Gonzales, Cathleen Edgerly, Jenea Markham

Agenda

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

2. **Approval of November Meeting minutes:** Motion made by Keri Tomac.

3. **Volunteer Hours:** Tony Beyers – 8 hours, Mary Toshach – 4 hours

4. **DLI Updates from other Committees & Board (DLI Staff)**

- **Organization:**

Jenea shared the following updates:

- Tony Beyers will be recognized as March Volunteer of the Month.
- Capital Hippie will be featured as Business of the Month.
- Egg stuffing will begin the first week of March to meet event deadlines.
- Mario will connect with Lisa Smith from Rotary and the Activities Director at Courtyard at Delta Assisted Living regarding engagement opportunities.

- **Business Development:**

Cathleen reported:

- Continued recruitment of new businesses for downtown.
- Updates regarding a proposed data center development downtown.
- There are current openings on the Business Development Committee. Ideal candidates should have an interest in economic development.

Additional notes:

- Lisa Smith from InVerve serves as Rotary President (Josh to confirm).
- The Activities Director from Courtyard at Delta should be noted for future partnership opportunities.

- **Design & Public Spaces:**

Cathleen provided the following updates:

- The Legendary Women of Lansing team met and is finalizing a roster of eight nominees for an upcoming art installation.
- The project is currently awaiting review and approval from MDOT and the City of Lansing.
- Tiffany Luke of La Fille Gallery has offered to create a sculpture for the park across from the DoubleTree, with installation beginning no later than May.
- Final stages of sponsorship are being completed.



- Hanging flower baskets have been ordered.
- Adopt-a-Spot volunteer sign-ups are underway and expected to be completed by March.
- **DLI Board**
 - The board will meet on Thursday, February 12, 2026.
 - Fundraising retreat was held on January 29, 2026 with Capitol Fundraising Associates.

5. Promotions Committee Projects

A. BrrrCrawl (Tony)

- A minimum of two additional volunteers is needed; eight would be ideal.
- Online registration promotions are ongoing.
- Mario shared the event with his Leadership Lansing cohort and will distribute the flyer and registration link to the committee.

B. Downtown Egg-Stravaganza (Mario)

- Scheduled for Saturday, April 4.
- The webpage is nearly complete.
- Cathleen requested updates to the volunteer sign-up link to include specific time and date details.
- Ongoing needs include business recruitment, a volunteer coordinator, and general event support.

C. Be Mine Valentine's Game Night (Middle Village)

- Taking place on Thursday, February 12 from 5-7PM
- Mary encouraged members to help promote and share the event.

D. Trick-or-Treat on the Square (Mario)

- Proposed date: October 30 (to be confirmed).
- The date of the AOTA Sneaker Gala should be reviewed to avoid conflict.
- Recruitment for a sub-committee will begin, with planning to start by June.

E. Updates on Other Potential Events

517 Day

Melik reported:

- The agreement with Lansing Shuffle has moved forward.
- The Community Foundation will be engaged in additional revenue and partnership support.
- Inspiration for the event is drawn from Detroit's Noelle Night, with the intent of replicating a similar activation downtown.
- Tony inquired about webpage content; Melik will follow up with additional details.
- Keri suggested the formation of a sub-committee for event planning.

7. New Business:

DLI Internship

- Applications open March 1 and will close at the end of April.
- Hannah offered to help promote the internship opportunity at MSU and through related public relations groups.

8. Adjourn: 4:56 PM



Design and Public Spaces Committee

February 26, 2026

4:00pm MP Social

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

Staff Present: Kate Litwin

MINUTES

1. Introductions

2. Call to Order: Meeting was called to order at 4:05p by D. Louney.

3. Volunteer to take Minutes: Kate is taking meeting minutes

4. Approval of October Minutes: Motion by Bob, support from Kara to approve the January 29, 2026 meeting minutes. Motion Carried.

5. Volunteer Hours from Last Month: 30 hours reported

6. Subcommittee Updates:

Beautification/Adopt-a-Spot: Dennis, Kate and Jenea met with BWL to discuss ways to jointly market Adopt-A-River and Spring Clean-up Day. Another meeting with BWL team will take place in the next week or so to discuss everyone's roles and options. Committee discussed ways to make the joint collaboration name more effective and less confusing. Agreed that Adopt-A-River and Adopt-A-Spot launch at the same time is confusing, so we will only promote Spring Clean-up in conjunction with Adopt-A-River and Adopt-A-Spot will be a stand-alone event with its own marketing. Kara has revised the spot booking map and needs DLI staff to take a look and determine which spots need to be removed. Cathleen already sent some revisions, but we know there are still other spots that probably need removal.

Art & Architecture: Explore Downtown Lansing Web Tool Update

Kara demonstrated the tool and showed us the updates that have been added for the historic architecture portion of the site. Committee brainstormed the best way to advertise accessibility features, ie. a map with disabled parking. Kara is working on analytics prior to launch. Committee discussed what a "launch" will look like and settled upon a media event possibly with the Mayor and other stakeholders all using the app for the first time at that event. Group discussed marketing opportunities, QR code vinyl clings or something similar for visibility. Rachel indicated she could put information on the Lansing Center's scrolling TV messages, possibly see if the hotels can also put the information somewhere as well, either on their TVs or maybe a table tent or similar in each room.

Legendary Women of Lansing Project: Bob will send official letters to selected artists next week, though some committee members have already sent them in the introductory emails. Kate to send Bob the artist agreement that was reviewed and revised by legal team. On track for spring/summer installation.

ARTery Alley: Brief discussion of murals and art options in the alley. Discussed potential tie in with Muralmatics, though they seem to prefer much taller walls and to create just one mural. Committee wants the alley full of different, smaller murals to create a changing experience as one walks down the alley. Now

that CSO isn't happening, this isn't as much of a high-priority project, but one that the committee would like to see happen in the future.

New Business: None

Adjournment: Motion by Rachel, Support from Bob to adjourn meeting at 4:54p. Motion Carried.

Next Meeting: Thursday, March 26, 4:00p at Lansing Shuffle

Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

February Financials

	February Financials	YTD	Budget	% of Budget
Revenue				
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	0.00	38,900.00	80,000.00	48.63%
Organization	0.00	6,000.00	5,000.00	120.00%
Promotions	28,532.52	123,841.49	110,000.00	112.58%
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	\$ 28,532.52	\$ 741,157.09	\$ 2,760,000.00	26.85%
Expenditures				
Salaries	26,837.72	224,946.50	400,000.00	56.24%
Fringes	2,053.12	16,632.71	26,510.00	62.74%
Information Technology	3,284.00	26,272.00	39,404.00	66.67%
Misc. Operating	94,027.09	398,779.26	634,586.00	62.84%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	164,133.54	263,169.10	806,460.00	32.63%
Middle Village Micro Market	0.00	27,737.15	72,000.00	38.52%
Design & Public Spaces	900.00	18,645.39	553,500.00	3.37%
Organization	1,519.78	19,977.37	27,440.00	72.80%
Promotions	927.55	83,735.12	175,100.00	47.82%
Total Expenditures	\$ 293,682.80	\$ 1,079,894.60	\$ 2,760,000.00	39.13%
Net Operating Revenue	-\$ 265,150.28	-\$ 338,737.51	\$ 0.00	
General Fund	\$ 2,433,658.28	\$ 2,507,245.51	\$ 500,000.00	
Net General Fund Balance	2,168,508.00	\$ 2,168,508.00	\$ 500,000.00	433.70%

MARCH 2026 DIRECTORS REPORT

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

- **State of the City:** Wednesday, March 18 at 6:00 p.m. Lansing Community College, Dart Auditorium 500 N. Capitol Ave
- **Downtown Business Huddle:** Thursday, March 19 at 8:00 a.m. at The View at Jackson Field
- **Downtown Egg-Stravaganza:** Saturday, April 4. 40 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.
- **Upcoming State of Downtown** – Stay tuned for a Save the Date.
- **Downtown Spring Clean-Up:** Saturday, May 9 from 10am-noon.
- **Leadership Lansing – Downtown Edition Walking Tour:** May 12, from 10:30 a.m.-12:00 p.m.
- **Big Red Ball:** Saturday, December 12 from 7-10:00 p.m.

Annual Fundraising Packet: We appreciate everyone's active participation in DLI's fund development efforts and review of the updated annual partnership opportunities. We have annual giving packet finalized and printed. We'd appreciate your help in outreach and connections with potential partners. Please connect Cathleen and Mario with prospective funding partners and feel free to take a fundraising packet with you! We can also email you digital files.

Budget Hearing: All City departments and City commissions/boards have received their schedule for budget hearings with Lansing City Council. I am scheduled to present the DLI Budget on Monday, May 4 at 5:00 p.m. in City Council Chambers. New this year, Council President Peter Spadafore is asking directors to come prepared to speak regarding 3 things you're proud of for your department and three goals for the upcoming year. If there is key areas you'd like me to consider for highlighting from the past year's projects, programs, goals, etc. please send that information to me via email.

Main Street Technical Service Kick-Off: We look forward to kicking off this year's Technical Service with Michigan Main Street and Main Street America. This year's technical service builds on the work of our Business Development team's work in the area of Business Recruitment and Michigan's Downtown page. We'll be working with Jay Schlinsog of Downtown Professional Network. The kick-off virtual meeting will be held on April 6.

World Towns Leadership Summit: I'm proud to share that following an application process with the International Downtown Association (IDA) I've been accepted and will be representing Michigan as well as our country at the World Towns Leadership Summit in Ireland April 19-24, 2026. This is a huge honor and I look forward to sharing what I learn, the meaningful conversations and similar challenges we share, and more.

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 FEBRUARY 2026

DLI Google Analytics

Active Users: 6.7K

How do they find us?

- Direct Search: 4.1K
- Organic Search: 3.3K
- Referral: 345
- Organic Social: 100
- Email: 4

Top Page Visits:

- Home Page 1.3K
- Events: 738
- BrrrCrawl: 425
- Directory: 367

Earned Media

Earned Media Placements:

- Online: 10
- Print: 2
- Broadcast: 3

Earned Media Impressions:

- 116,787,691

Earned Media

- Press Releases: 0
- Media Advisories: 0

SOCIAL MEDIA

LinkedIn

Key Metrics:

- Impressions: 2,026
- Engagement rate: 11.9%
- Post Clicks: 180
- Audience Growth: 6
- 59 Post Reactions
- 1 Comments
- 3 Reposts

Top Performing Posts

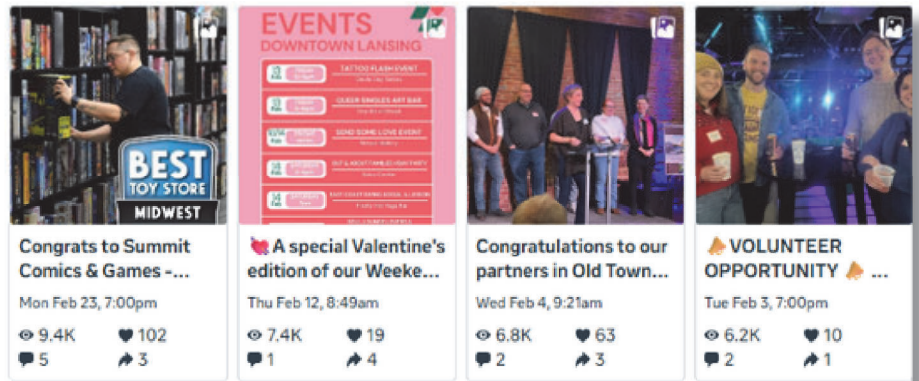
- Dear Ollie grant congratulations
- Facade grant application
- Business Huddle invitation

Facebook

Followers: 12,566

Key Organic Metrics:

- Views: 159K
- Engagement rate: 11.3%
- New Follows: 115
- Link Clicks: 1.3K
- Shares: 59
- Content Reactions: 981
- Event Follows: 493



Top Performing Posts

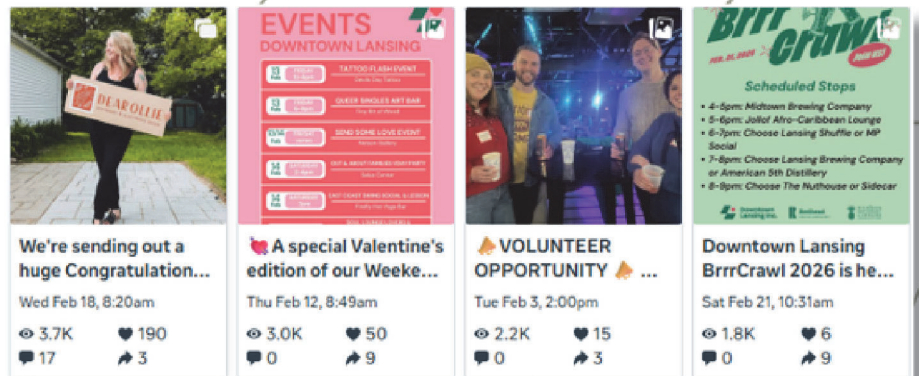
- Summit Award
- Valentine's Weekend Roundup
- OTCA Board Congrats
- BrrrCrawl volunteer call

Instagram

Followers: 13,509

Key Organic Metrics:

- Views: 67.6K
- Engagement rate: 8.9%
- New Follows: 103
- Content Interactions: 915
- Total Reach: 6.6K



Top Performing Posts

- Dear Ollie grant congratulations
- Valentine's Weekend Roundup
- BrrrCrawl volunteer call
- BrrrCrawl sponsor thank you

MARKETING REPORT MIDDLE VILLAGE FEBRUARY 2026

MIDDLE VILLAGE

MV Google Analytics
Active Users: 1000

How do they find us?

- Direct Search: 472
- Paid Social: 361
- Organic Social: 157

Top Page Visits:

- Application: 520
- Home Page: 339
- The Shops: 108
- About: 58

Earned Media

Earned Media Placements: 3

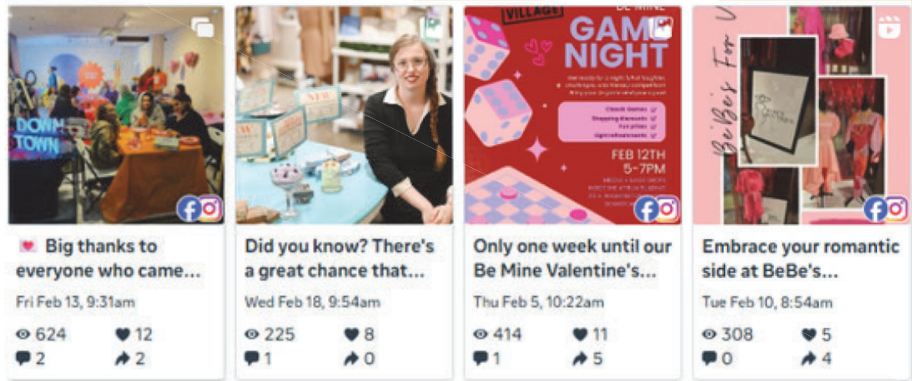
Press Releases: 0

SOCIAL MEDIA

Facebook
Followers: 1,950

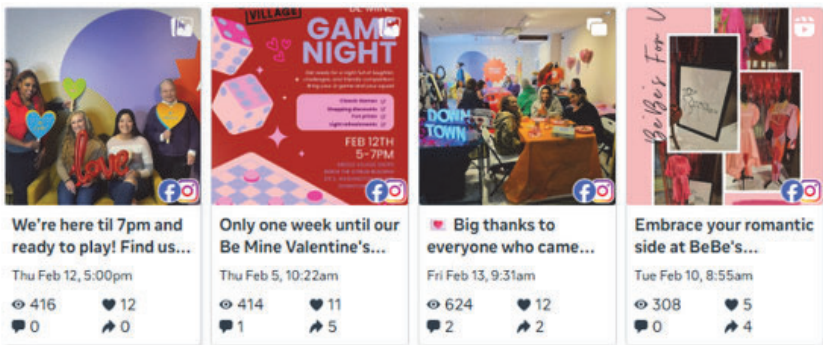
Key Organic Metrics:

- Views: 3.7K
- Interactions: 106
- New Follows: 6
- Link Clicks: 56
- Visits: 291
- Comments: 3
- Shares: 5



Top Performing Posts

- Game Night recap
- MV application
- Game Night promo
- Valentine's Bebe's promo



- Game Night guests
- Game Night promo
- Game Night recap
- Valentine's Bebe's promo

Instagram
Followers: 1578

Key Organic Metrics:

- Views: 1.7K
- Visits: 20
- New Follows: 5
- Content Interactions: 51
- Total Reach: 431

LEO Talent Investment Grant

In FY 2024–2025, the State Department of Labor & Economic Opportunity awarded Downtown Lansing Inc. a \$1.37 million grant to support CSO Street reconstruction through artwork, outdoor recreation, greenspace, and increased utilization of downtown streets to drive success toward locally owned businesses and promote dense and concentrated activity. Corridor activation & streetscape beautification includes the 100–400 blocks of S. Washington Square as well as Michigan Avenue.

Due to delays with CSO street reconstruction and based on conversations with LEO and LEDC staff, and to keep within the scope of the original grant application, the proposed project scope for these funds has been revised to include:

- Sidewalk and public space enhancements on the 100 block of S. Washington Sq. including kiosk removals.
- Infrastructure enhancements and beautification from the Michigan Ave. bridge to Capital Ave.
- Art installation(s) tying into Legendary Women of Lansing

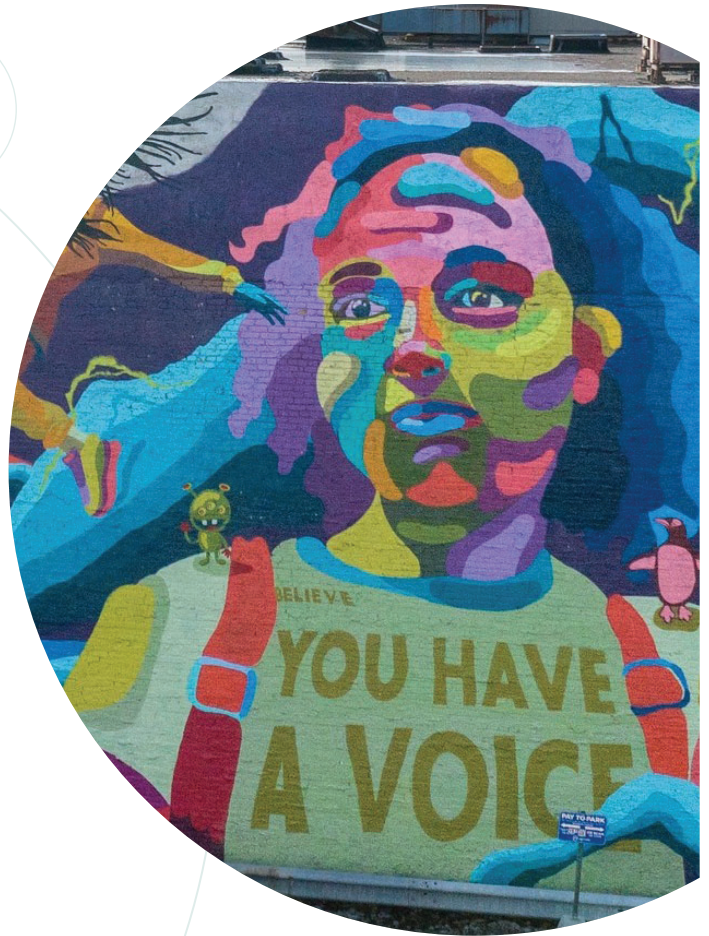
Grant funds approved in the existing grant agreement include:

- Salaries/Personnel: \$24,999
- Fringe Benefits: \$11,000
- Contractual Services: \$1,334,001.00

To date, grant funding expended total: \$41,160. Funds expended include sidewalk redesign work with SmithGroup which can be incorporated into the 100 block of S. Washington Square yet this year.

SPONSORSHIP OPPORTUNITIES

Legendary Women of Lansing



Legendary Women of Lansing is a community-centered storytelling and public art project that honors women who have shaped the Lansing area through leadership, service, creativity, and resilience. Blending history and art, the project will launch with the installation of up to 8 artist-designed utility box wraps planned for Summer 2026. Each wrap will feature original artwork by local artists, highlighting an individual woman, her impact and will include a QR code that links to her story. These women—past and present—have strengthened our city through their work in education, governance, public health, business, and grassroots

advocacy. Their stories reflect the values, struggles, and triumphs that have shaped Lansing itself.

This project is rooted in collaboration. Working alongside local historians, arts organizations, the Women's Center of Greater Lansing, the National Trust for Historic Preservation, the Women's Hall of Fame, and through community nominations, we have identified a group of women whose lives and contributions exemplify leadership and legacy. Due to space and resource limitations, the inaugural installation will

celebrate up to eight women, with the installations placed strategically throughout Downtown Lansing to create an accessible, self-guided storytelling experience.

This first phase marks the beginning of an ongoing effort to recognize, preserve, and share the stories of Lansing's women – honoring local history and inspiring future generations. With continued support, this initiative is envisioned to expand in future phases to include additional storytelling elements and permanent public art, such as a sculpture symbolizing women empowerment and legacy in a prominent Downtown location.

SPONSORSHIP TIERS

Legendary Sponsor — \$10,000

- Exclusive sponsorship recognition in initial project press releases.
- Logo recognition on utility box wraps.
- Logo recognition on installation map.
- Top-tier logo recognition on Legendary Women of Lansing webpage.
- Exclusive opportunity to speak at unveiling event.
- Sponsor recognition in e-newsletters and digital communications.

Empowerment Sponsor — \$5,000

- Logo recognition on installation map.
- Mid-tier recognition on Legendary Women of Lansing webpage.
- Sponsor recognition in art unveiling press releases.
- Sponsor recognition in e-newsletters and digital communications.

Story Sponsor — \$2,500

- Recognition on installation map.
- Name recognition on Legendary Women of Lansing webpage.
- Sponsor recognition in art unveiling press releases.
- Sponsor recognition in e-newsletters and digital communications.

As a nonprofit organization, all contributions to Downtown Lansing Inc. are tax-deductible to the extent allowable by law.



Sponsorship of Legendary Women of Lansing aligns your brand with equity, cultural recognition, and the celebration of powerful stories and diverse voices—honoring the women whose impact continues to shape Lansing's past, present, and future.

READY TO JOIN US?

Kate Litwin
kate@downtownlansing.org
(517) 483-4811

downtownlansing.org

