

DLI Board Meeting

July 9, 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 July 9, 2026
- Minutes from June 17, 2026
- Committee Reports
- Monthly Financials – J. Durham

5. Old Town Updates:

6. Reports

- Director Report
- President's Report – Annual Main Street America Self Accreditation

7. Action/Discussion Items

- Food Trucks Downtown
- RFP for Downtown Outreach Team
- Streetscape Art RFQ
- Business & Property Improvement Grant Program
- Grant Funding Update
- CSO Marketing Proposal

8. New Business:

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

Board Members:

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

Board Advisors: Peter Spadafore, James Lenon

DLI Board Meeting

June 17, 2026 | 12:00 pm

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

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

Members Absent : J. Flores

Board Advisors Absent : J. Lennon, P. Spadafore

Staff Present: C. Edgerly, K. Litwin

Guests Present: Jake Brower, City of Lansing

Minutes

- 1. Call to Order:** Meeting called to order at 12:07 a.m. by J. Estill
- 2. Citizen's Comments (items not on the agenda):** None
- 3. Correspondence:** None that don't pertain to agenda items below.
- 4. Consent Agenda Approvals**
 - June 17, 2026
 - Minutes from April 9, 2026 Meeting
 - Committee Reports
 - Monthly Financials – J. Durham

Motion by A. Rusek to approve consent agenda. Second by J. Durham

5. Old Town Updates:

Business Updates: J. Hinze shared information about the new candy shop coming to Old Town as well as the upcoming Roper Romp and Pride. C. Edgerly and J. Lenon have been working with the City on parking changes that were proposed and approved by City Council. Those will be fully implemented in July.

6. City Budget Discussion – DLI Budget Adjustments: Jake Brower

Brower reported on budget line items that were proposed to Council outside of what the DLI board had already reviewed and approved. The included City expenditures for Property Maintenance and IT increased expenses are reflected on spreadsheets provided by J. Brower. Property Maintenance Allocation is an all-new line item this year. J. Brower shared that the FY 25 numbers were used as the basis for allocation/overhead charge, as they are throughout all City departments. Based on his information all DLI charges are within the amount of support being received. C. Edgerly asked about several line items and commented on the \$85,000 General Fund transfer – clarifying how DLI provides maintenance for City owned properties and public spaces located within PSD District A, and the General Fund transfer doesn't fully cover that cost. Also, DLI pays for road closures related to our events, so this would count as a potential double charge. When we moved, we paid those costs via a City IDV. Board members asked why other neighborhoods aren't charged for maintenance when DLI pays for their own maintenance. What portion of those costs come to city? J. Estill asked why we are paying city building costs when DLI pays private rent. Allocation does not make sense. Brower stated he would address and requested an email explaining. Is there room for change in this budget – Brower stated we have until June 30, 2027, to figure out and be able to reverse charges. Estill clarified we have until next year to work on what services we are being charged for but not utilizing. Edgerly asked about IT charges and asked Brower to review reasons for

such an increase: J. Brower explained decrease in internal reserves and the end of discounts/increase in software costs being shared and other increase in IT experience. This is shared across the board. Rusek asked about the network charge. Brower stated it was for set-up of IT services in our current office space. C. Edgerly explained that cost was already charged last year. Brower explained that this will be an annual charge.

J. Estill asked what we paid the City last year and why the jump? Brower stated again it's software (Microsoft and others) increasing a market wide. Is this a share of use charge? BS&A and assessment billing.

K. Litwin asked if grant income is gone and this is a percentage of our revenue – the IT charge alone accounts for a huge percentage of our overall budget. Brower explained as a Charge for services provided – remedy could be cost comparing outside service providers then DLI could handle own budget but would then be responsible for all aspects. K. Klein questioned the usage and reducing under miscellaneous operating: What is the impact of that? What programs does that impact and board reviewed. Brower asked Edgerly email him that information to break down the expense. Calculations under line item 956000.

Motion to accept budget as presented for 2027 with ongoing discussion on property maintenance and IT allocations by J. Estill. 2nd by Rusek. Motion approved.

7. Internal Reports:

- **Director's Report:** C. Edgerly provided an update on increased communications from business owners related to increase in violent activity in their areas. Requesting DLI involvement with City. DLI sent out a request for City leadership, public safety and social service agencies to meet with businesses, residents, and property owners for a collaborative meeting to discover solutions. Backus and Mayor have responded. Concerns and experiences are ongoing – last two months noticed change. K. Klein expressed that with the Nest coming online they've seen the shift – problem not solved, just moved. J. Pugh expressed River trail issues and those not necessarily being tied to geographic issue with shelters. Old Town expressed same issues. Edgerly indicated we need to make sure we bring a group together and. A. Rusek expressed at their firm they experience people trying to get in and drug use visibly happening – woman held against her will. J. Durham indicated they believe people have been sleeping in their building overnight. Litwin said same is happening in Knapps building. Estill expressed this is beyond our mission and scope to solve solely, and many communities and neighborhoods are facing similar challenges across our state and in other states. Edgerly indicated we will continue to work and collaborate with our neighbors and other businesses. Durham expressed she was in a focus group and one thing compounding is lack of people in the area. Also that there has been work towards being compassionate but not to call police – perhaps publish non-emergency line/app report, not including just trash or 311 – all of which gets recorded. DLI staff shared they regularly communicate with merchants and will send out a meeting invite once a date is confirmed via Merchant news, direct email, etc. Asked all board members share with friends and co-workers.

C. Edgerly shared the following two important dates included in the Directors Report: Legendary Women of Lansing fundraiser June 24 from 5:30 to 8:00pm at La Fille Gallery. The Evening of Excellence will be held September 3rd at the View at 5:00 followed by a Lugnuts game at 7:05 p.m.

- **President's Report:** Before July board meeting will receive review for Edgerly coming from Estill. Props to DLI staff who have been advocating on behalf of business district and customers for the



15 minute free parking. Welcoming city workers back on July 1.

8. Action/Discussion Items:

- City parking Changes: 15 minutes free beginning July 1st in downtown and Old Town. Enforcement hours will be shortened to 9:00 a.m.–5:00 p.m. on weekdays. Weekends are still free. For Longer stays downtown or anywhere where there is street parking – customers and guests can now extend their stay past the 2 hours at graduated rates.
- Board seats: The DLI Board currently has 2 open seats. Two board member applications have been received by the City. One potential board member is a current downtown business owners currently going through the vetting process. The 2nd applicant works at Dykema. His application will not be moving forward as Dykema is located just outside of the PSD boundaries. Kevin from Grewal Hall may be interested. Another recommendation made included Shawn Elliott and Jason from the Lansing Public Media Center – Jason suggested by Estill.
- Downtown After 5: This is a new promotion aimed and driving customers and sales to Downtown businesses after 5:00 p.m. Held the third Thursday of the month and building off Live Music Thursdays at Nelson Gallery, as well as the Grand Music Series held along the riverfront. Please stay after your work day today, support at least one participating business and provide feedback to Mario and Jenea.
- Public Space and Tenant Improvement Updates with Grant Funding: J. Estill reviewed past grant and what monies are currently available. The Board and Business Development also reviewed the remaining funds and how best to expend these. Some feedback included making it clear that this program is open up to existing businesses. Should this move from a 50/50 reimbursement program to one that can offer an option to pay contractors directly? Discussion and thoughts shared about how to promote the grant and its awardees. Rusek suggested making green/energy efficient possibilities as a higher scoring. C. Edgerly and K. Litwin also shared that with updated we can look at prioritizing properties where they are willing and actively trying to fill spaces with viable tenants and working with LEDC. Either way the board would like a strategic approach to this grant. The existing grant information and application is currently available on the website. Grants are available on a rolling basis until funds are expended. Board asked for staff to make edits to the existing grant, share with Executive Committee for review, and then have a final updated version ready for the full board to review and discuss at the July Board meeting.

The board also discussed the LEO Talent Improvement Grant and public space improvement line item. Is it enough for Artery Allery? Staff shared that it may not necessarily be enough for all the light installations. When it comes to cost estimates, especially repaving, this may be tacked onto existing CSO work.

9. New Business: None.

10. Closed session: Motion to enter into closed session by J. Estill to discuss ongoing lawsuit. Second by J. Durham. Roll call vote was taken and motion passed to enter into closed session to hear updates regarding lawsuit with former business Neva Lee's.



11. Motion to Adjourn: Motion to adjourn at 1:16 by J. Estil. 2nd by A. Rusek. Motion passed unanimously.



Organization Committee

July 1st

8:00 a.m. via Zoom

Committee Members Present: Alex, Chioma

Staff Present: Mario, Jenea

1. Call to order: Meeting called to order at 8:07 am

2. Approval of May Meeting Minutes: Motion to approve by Alex.

3. Volunteer Hours: 12

4. Communication Team:

- MERCHANT NEWS: (ARTICLES DUE MONDAY, July 20th)

o Chioma will write the Business of the Month feature on Bowdie's, Staff will write the DA5 update, will also include the parking changes again.

- E-NEWS - (ARTICLES DUE MONDAY, JULY 20th)

o Business of the Month: see above

o Volunteer of the Month: Rachel Beatty, Kate will write. Jenea shared Rachel's work on the DPS and LWL committees.

5. Articles: Chioma will cover the Capital Farmer's Market and the Hidden Gems in Downtown articles. Jenea will reach out to Lansing Area Littles to see if they want to guest write about End of Summer ideas in Downtown for kids and families. Jenea will cover the catering options list. Jenea will share other ideas in an email with the rest of the committee, since the group is small today. Alex suggested that Allison might like to write a Downtown from the Young Professional's viewpoint as a reoccurring column. Jenea will reach out to her.

6. Evening of Excellence: September 3rd, 5:30pm at The View (Jackson Field): Alex R. will be our Volunteer of the Year for his work on this committee. Alex thanked the group for the honor.

7. Social Stats: Jenea shared social stats for June, talked about continued growth on both

platforms.

8. DLI Board & Committee Updates (staff): Jenea shared updates from DLI committees.

9. Motion to adjourn at 8:26am by Alex, seconded by Chioma.

Business Development Committee

June 4, 2026

12:00pm | DLI Office, 215 S. Washington Square

Members Present: Chelsea Dowler, Jesse Flores, Marcus Martin, Alan Woodbury

MINUTES

1. Call to Order: Meeting called to order at 12:07 p.m.

2. Volunteer to Take Minutes: Cathleen

3. Volunteer Hours from Last Month: 38

4. Approval of May 2026 Minutes: Table until July. Majority of meeting included a training from Placer.ai with an added PersonaLive retail individual sales, demographics for categories and businesses, etc. Committee discussed access and any potential new reports we may want to look at. The committee will review what data we can access next month. Jesse brought up running a monthly scorecard style report to view # of visits, sales, duration of visits, where customers are coming from.

5. Board and Committee Updates: Updates from staff included a welcome to our new intern, Ali who started this week. Ali will be helping with Events and Marketing. No board meeting was held in May, we meet next on Thursday, June 11 to adopt the budget for FY 2027.

- **Organization:** Planning for Evening of Excellence is underway. Need nominees from this committee for a volunteer to recognize for our Business Development Committee volunteer of the year. Save the date for the event on September 3, 2026 at The View, with a baseball game after.
- **Promotions:** This Summer we are launching a Downtown after 5 shopping, dining and experiential event from 5-7pm the 3rd Thursday of the month June-August. Nelson Gallery & Legends Global also launch their weekly summer concert series so head downtown for dining/beverages on a patio, live music on the riverfront or Washington Sq.
- **Design & Public Spaces:** DLI is currently hosting a crowdfunding campaign to support the Legendary Women of Lansing historical art community story-telling project. Fundraising party planned for June 24 at La Fille Gallery. Installation of utility box wraps installed in late July. Large 3D womens empowerment sculpture to be installed in October. Currently fundraising goal is \$35,000.

6. Sub-Committee Discussion/Action Items:

- **R2R Technical Service Update:** Kate provided an update regarding the timeline and service to be provided by Downtown Professional Network with Jay and Michigan Main Street. This service includes her current work creating cut/sales sheet templates of available properties which she is about halfway done with. This service also includes toolkit and fully flushed out process for business recruitment, a practice recruitment/pitch challenge for all committee members to practice and market snapshot. Staff & this committee will be meeting with Jay on July 14 based on deliverables provided and next steps. Need to determine time between 10:00 a.m.-2:30 p.m. Count on 60-90 minutes for the meeting. Committee's top choice is morning around 10:30 a.m. Kate will email the entire committee on homework we need to complete by July 14 - this includes list of 5 reasons a business should open in the Downtown district.
- **Business Huddle:** Discussed attendance of Business Huddle and plans discussed at last month. We will not be holding a Business Huddle event in June as it conflicts with Downtown after 5. This will be the case for the July Huddle social hour. Having our huddles conflict with a DLI event doesn't sit well with some members. We shouldn't be conflicting with ourselves. Possibly look at Friday afternoon event for July social hour on July 24 at Nuthouse. Committee was ok with this suggestion.
The Huddle after that will be the 3rd Thursday in September. Goal is to hold at the Capital City Market in the morning.

- Business Recruitment/Retention:

7. New Business: Chelsea Dowler asked about tapping into the passion and energy with business owners such as Devil's Day Tattoo, Capital Hippie, etc. Some have shared that they feel they didn't have institutional support or feel unappreciated. Staff responded with some examples of support. Jesse asked how we track events being held by businesses and support given by staff or institutional support. This brought about discussion regarding financial support and how that is communicating out. Business acumen that may be missing, etc. Do businesses recognize what DLI does or do they know who to ask for help.

*Follow-up discussion/infographics/storytelling in terms of how we support other organizations or downtown events/activities not thrown by DLI so it's not anecdotal and we have documentation.

Committee also discussed the possibility of bringing back a Business Welcome Packet as they open and/or retention packet. Jesse is going to have Claude.ai work on a draft of this from DLI. Currently have a folder, just need to work on inserts. This ties into Michigan's Downtown pieces and page that were being worked on.

8. Motion to Adjourn: Motion to adjourn at 1:02 p.m. by J. Flores. Motion passed.

Next Meeting: July 2, 2026, 12:00p.m., DLI Office

Business Development Committee

July 2, 2026

12:00pm | Virtual

Members Present: Chelsea Dowler, Jesse Flores, Marcus Martin

MINUTES

1. Call to Order: Meeting called to order at 12:05 p.m.

2. Volunteer to Take Minutes: Kate

3. Volunteer Hours from Last Month: 8

4. Approval of June 2026 Minutes: Motion by M. Martin, support by J. Flores to approve the June 2026 meeting minutes. Motion carried.

5. Board and Committee Updates:

- **Organization:** Planning for Evening of Excellence is underway. Save the date for the event on September 3, 2026 at The View at Jackson Field, with a baseball game afterward.
- **Promotions:** Recap of Downtown After 5, TOTS planning is underway, Big Red Ball subcommittee is working hard to plan and organize that event, as well.
- **Design & Public Spaces:** Discussed progress on Legendary Women of Lansing and Patronicity campaign. RFQ for streetscape/public art for concrete pads will go out this month. Looking at ways to add elements to downtown that will add to the vibrancy until CSO happens sometime in the distant future.

6. Discussion/Action Items:

- **R2R Technical Service Update:** Kate provided an update regarding progress made in preparation for consultant visit on July 14. Committee should plan to meet with Jay on 7/14 at 10:30a in DLI office or use the virtual link, if needed. Committee would like to discuss with Jay what steps we could take now to recruit, as we are going through the service.
- **Business Huddle:** Confirmed. Mixer/Happy Hour will take place at The Nuthouse on July 24. Kate will ask Audrey to send out invitation ASAP, and Jenea will handle social media. Concerns that attendance will be low due to it being a Friday in July, but we will see what happens. Next Huddle after that will take place on September 17 at 8:00am. Kate will reach out to Capital City Market to get on their calendar.
- **Business & Property Improvement Grant Guidelines/Application Review:** Committee spent time discussing the application and agreed that the package itself looks good and will hopefully entice businesses and property owners to make much needed upgrades to their buildings. Members questioned the quick turnaround on the grants and Kate explained that the funds need to be allocated/committed by the end of December, though staff is working with the state to extend the deadline into 2027. Currently, just under \$500,000 is available and needs to be spent. Kate stated that she would let committee members know when the board approves the materials so that everyone can share with their network with the goal of increasing applications for review.

7. New Business: None

8. Motion to Adjourn: Motion to adjourn at 12:52 p.m. by J. Flores. Motion passed.

Next Meeting: August 6, 2026, 12:00p.m., DLI Office

Promotions Committee

June 10, 2026

4:00 p.m. | DLI Office

See email or calendar invite for virtual link

Staff: Mario Gonzales, Jenea Markham, Allie Huntley

Present: Hannah Lupi, Melik Brown, Tony Beyers, Colton Hughes, Taylir Baum, Mary Toshach, Keri Tomac

Minutes

1. Call to Order

- Meeting called to order at **4:04 PM**.

2. Approval of May Minutes

- Motion to approve May meeting minutes was made and seconded by Tony.

3. Volunteer Hours from May: 15 hours

4. Committee Projects & Discussion Items

Downtown After 5 (June 18, 2026)

Event Updates

- 26 downtown businesses are participating.
- Retailers will remain open later than normal while restaurants and bars continue regular operating hours.
- Activities include:
 - Chair massages by Element Massage
 - Children's author appearances at A Novel Concept
 - Games and family activities
 - Popsicle giveaways
 - Outdoor seating and gathering spaces by Nelson
- Media toolkit with graphics and promotional language has been distributed to participating businesses.
- Committee members were encouraged to promote the event through their personal and professional social media channels.

Construction & Parking Communications

- Discussion centered on creating an online Downtown map highlighting:
 - Road closures
 - Construction access routes
 - Public parking locations
 - Updated parking enforcement hours (8:00 AM–5:00 PM)
- Committee agreed that clear visitor communication is essential while construction continues.

Volunteer Opportunities

Committee members were encouraged to assist with:

- Event setup beginning approximately 3:30 PM
- Chair and game setup
- Greeting attendees and taking pictures
- Event promotion before and during Downtown After 5

Legendary Women of Lansing

- Committee received an update on the Patronicity fundraising campaign.

- Members were encouraged to help promote the online fundraiser through their networks.
- Upcoming fundraising event at Luffy Gallery scheduled for June 24.

Introduction of Summer Intern

- Committee welcomed **Allie**, a senior at Michigan State University studying Public Relations.
- Allie will assist with Downtown After 5 promotions, business outreach, and event support throughout the summer.

5. Additional DLI Board & Committee Updates

a. Stone Soup Event

- Committee reminded of the Stone Soup fundraiser taking place June 11 at Nelson.

b. Trick or Treat on the Square

- Initial planning has begun.
- Sponsorships and candy donations are currently being pursued.

c. Big Red Ball

- Planning continues for the annual fundraiser scheduled for November 20.
- Current fundraising goal is **\$100,000**.
- Host Committee will continue meeting throughout the summer.

d. Business Development Committee

- Committee continues utilizing Placer.ai data to identify retail and business recruitment opportunities within Downtown Lansing.

e. DLI Board

- Board meeting scheduled for June 11.
- Committee welcomed a new board member replacing Keri.

6. Volunteer Tasks Throughout the Month

- Share Downtown After 5 marketing materials.
- Encourage attendance through personal and professional networks.
- Assist with Downtown After 5 setup and logistics.
- Promote the Legendary Women of Lansing fundraising campaign.
- Continue supporting DLI events through volunteer service and social media engagement.

7. Motion to Adjourn

- Meeting adjourned at **4:23 PM**.



Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

June

	June Financials	YTD	Budget	% of Budget
Revenue				
Assessment Transfer Income	TBD	375,663.13	486,800.00	77.17%
Total Grant Income	0.00	1,798,200.00	1,870,000.00	96.16%
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	1,702.30	7,702.30	5,000.00	154.05%
Promotions	1,000.00	124,841.49	110,000.00	113.49%
Design & Public Spaces.	9107.2	26,107.20	90,000.00	29.01%
Operations Transfer	incoming	0.00	85,000.00	0.00%
Total Revenue	\$ 11,809.50	\$ 2,379,566.59	\$ 2,760,000.00	86.22%
Expenditures				
Salaries	28,426.76	293,500.76	400,000.00	73.38%
Fringes	2174.64	20,882.60	26,510.00	78.77%
Information Technology	3,280.00	32,836.00	39,404.00	83.33%
Misc. Operating	14,695.41	452,476.95	634,586.00	71.30%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	0.00	412,280.60	806,460.00	51.12%
Middle Village Micro Market	0.00	27,737.15	72,000.00	38.52%
Design & Public Spaces	1,603.77	20,249.16	553,500.00	3.66%
Organization	903.06	22,896.43	27,440.00	83.44%
Promotions	2,973.75	89,836.44	175,100.00	51.31%
Total Expenditures	\$ 54,057.39	\$ 1,372,696.09	\$ 2,760,000.00	49.74%
Net Operating Revenue	-\$ 42,247.89	\$ 1,006,870.50	\$ 0.00	
General Fund	\$ 1,559,963.94	\$ 2,524,586.55	\$ 500,000.00	
Net General Fund Balance	1,517,716.05	\$ 1,517,716.05	\$ 500,000.00	303.54%

JULY 2026 DIRECTORS REPORT

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

- **Downtown After 5:** Third Thursday of the Month July 16, August 20 5–7pm.
- **Downtown Safety Meeting:** July 21 at 1:30–2:30 p.m. at the MSUFCU Downtown branch upstairs meeting room. Please RSVP to Dana Smith at the City at: Dana.Smith@lansingmi.gov. The MSUFCU downtown community room can be accessed through the LSO doors to the left of the branch entrance. You can either use the stairs or take the elevator up to the second floor.
- **Live Music Thursdays:** Held each Thursday outside Nelson Gallery from 4:30–6:30 p.m.
- **Evening of Excellence:** Thursday, September 3 at The View followed by a Lugnuts game.
- **Trick or Treat on the Square:** Friday, October 30 from 5:00–7:00 p.m.
- **Big Red Ball:** Saturday, November 21 from 7–10pm at the Michigan Historical Museum

Annual Main Street Self-Assessment: It's that time of year again, when all Board and staff members are asked to complete the Main Street America self-assessment, sharing where we've made improvements and what opportunities still exist for growth in the year ahead in each of the 4 points. You can view information about our self-accreditation at: <https://mainstreet.org/our-network/community-evaluation-framework/self-assessment-resources>. We will discuss more at the Board meeting. If you have questions or would like to work through this with staff, please let Cathleen know. Your self-assessment is ***due to Cathleen no later than August 1, 2026.***

Welcome to Sea Leveaux: Welcome to downtown's newest business – Sea Leveaux! They celebrated their Grand Opening on Thursday, July 2 at 11:00 a.m. If you weren't able to join, please plan on stopping by yet this month to welcome them to our downtown neighborhood.

Social District Signage: Thanks to continued communications from DLI, OTCA and RTCA with the City, as well as the support of the City EDP department – permanent social district signage will be installed this month for the Downtown social district, REO Town as well as Old Town. This has been a 3+ year effort and we are grateful to have these in place soon to bring further awareness and use of social districts and participating social district businesses.

Ready to Recruit: Kate and Cathleen met with Downtown Professional Network (DPN) in June to review our initial work on property cut sheets and existing programs to retain and recruit businesses within in our downtown district. The custom ready to recruit service we're receiving will continue next with a July 14 visit from DPN. This day will include a walking tour of the downtown and a meeting with DLI's Business Development Committee to review materials we have been working on, additional deliverables needed and schedule the business recruitment training for our Business Development committee members.

MARKETING REPORT DLI JUNE 2026

DLI Google Analytics

Active Users: 8.1K

How do they find us?

- Organic Search: 4.3K
- Direct Search: 4.2K
- Referral: 515
- Organic Social: 235
- Paid Social: 197
- AI assist: 43

Top Page Visits:

- Home Page: 1.3K
- Events: 740
- July 4th events: 304

Earned Media

Earned Media Placements:

- Online: 7
- Print: 1
- Broadcast: 4

Earned Media Impressions:

- 12.3 million

Outreach:

- Press Releases: 2
- Media Advisories: 1

SOCIAL MEDIA

LinkedIn

Key Metrics:

- Impressions: 865
- Engagement rate: 22%
- Post Clicks: 31
- Audience Growth: 8
- 36 Post Reactions
- 2 Comments
- 3 Reposts

Top Performing Posts

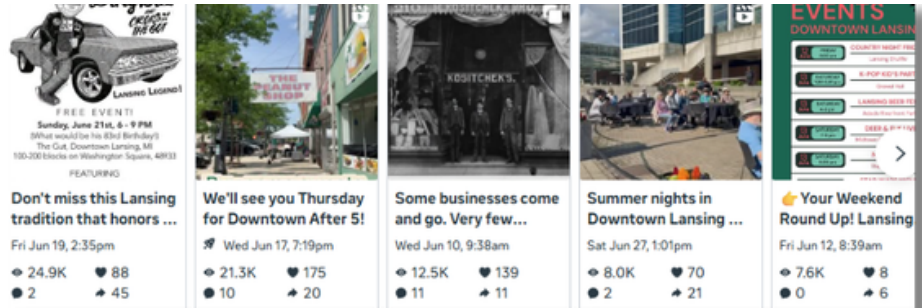
- LWL Fundraising
- Business of the Month: Salus
- Volunteer of the Month:
Chioma Lewis
- Allie welcome

Facebook

Followers: 13,157

Key Organic Metrics:

- Views: 216.9K
- Engagement rate: 27%
- New Follows: 237
- Link Clicks: 129
- Shares: 449
- Content Reactions: 2.3K
- Event Follows: 244



Top Performing Posts

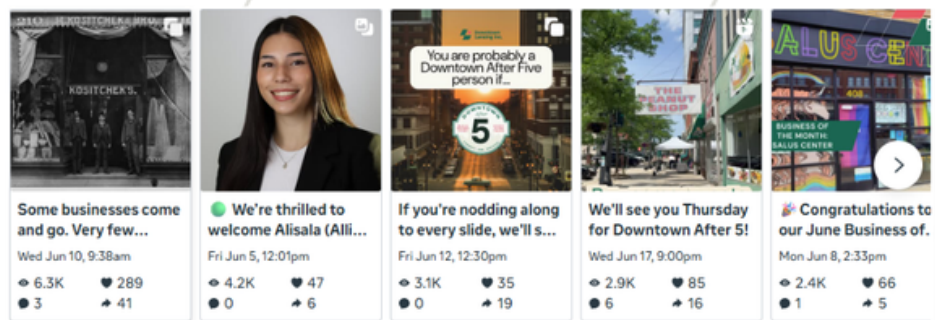
- Crusin' the Gut event
- DA5 promo reel
- Kositchek's thank you
- DA5 review reel
- Weekend Roundup

Instagram

Followers: 13,522

Key Organic Metrics:

- Views: 84.9K
- Engagement rate: 22%
- New Follows: 135
- Content Interactions: 2.1K
- Total Reach: 9.8K



Top Performing Posts

- Kositchek's thank you
- Allie welcome post
- DA5 person reel
- DA5 promo reel
- June Biz of the Month: Salus Center



Downtown Outreach Team RFP

RFP #2026-07-01

PUBLIC NOTICE REQUEST FOR PROPOSALS

Downtown Lansing Inc. DOWNTOWN OUTREACH SERVICES RFP #2026-07

The mission of Downtown Lansing Inc. is to strengthen and nurture the culture, health, and sustainability of our downtown district. Notice is hereby given that a Request for Proposals for a Downtown Outreach Street Team will be received by the Downtown Lansing Inc. located at 215 S. Washington Sq. Ste. 100 Lansing, MI 48933, until August 10, 2026 at 5:00 p.m. For more information send name, address and email address to Cathleen Edgerly, Executive Director at cathleen@downtownlansing.org. DLI reserves the right to accept or reject any and all items or portions of items received.

Cathleen Edgerly,
Executive Director



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Attention Bidders

The City of Lansing and Downtown Lansing Inc., in partnership with the business community recognizes the need to facilitate economic development in our community. As part of the economic growth and local first strategy, Downtown Lansing Inc. has adopted the following policy:

DLI Local Vendor Policy:

It is the policy of Downtown Lansing Inc. staff and the Board of Directors to give priority preference in vending for events to a business/vendor located within the Central Business District when possible and within budget parameters.

In the event a business/vendor within the Central Business District is unavailable or unable to meet the requirements set forth by DLI, preference shall be given secondarily to a business/vendor located within the City of Lansing.

If no vendor/business located within the Central Business District or City of Lansing is available and financially viable, DLI may enter into an agreement and select a business/vendor outside of the Central Business District and the City of Lansing.

Local Preference for Bids

A Lansing based business that has been deemed responsive and responsible according to the Local Vendor Policy that is within 10% of the low bid will be given an opportunity to match the low bid amount to receive the contract. If there is more than one qualified, responsive and responsible Downtown or Lansing based bidder, the first opportunity to match the low bid will go to the Lansing based firm with the lowest bid.

If the Downtown or Lansing based business refuses to match the low bid, the contract will be awarded to the responsive and responsible low bidder.

Projects greater than \$1,00,000 are exempt from the Local Preference.

Qualifications for Lansing Based Business status:

1) Pay City income taxes on Net Profits

and

2) Pay City property taxes on a plant or office and equipment used for the performance of the contract bid upon – or – other real or personal property in the City of Lansing equivalent in value to such plant or office and equipment for not less than one year prior to determination.



CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS

The prospective participant certifies, to the best of its knowledge and belief, that it and its principals:

- (1) Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from participation in transactions under any non-procurement programs by any federal, state or local agency.
- (2) Have not, within the three-year period preceding, had one or more public transactions (federal, state, or local) terminated for cause or default; and
- (3) Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state, or local) and have not, within the three-year period preceding the proposal, been convicted of or had a civil judgment rendered against it:
 - (a) For the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public transaction (federal, state, or local), or a procurement contract under such a public transaction;
 - (b) For the violation of federal, or state antitrust statutes, including those proscribing price fixing between competitors, the allocation of customers between competitors, or bid rigging; or
 - (c) For the commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.

I understand that a false statement on this certification may be grounds for the rejection of this proposal or the termination of the award. In addition, the general grant of this authority exists within the City's Purchasing Ordinance, Sec. 206.02 (a) (1) (G).

I am able to certify to the above statements.

I am unable to certify to the above statements.

Attached is my explanation.

Name of Agency/Company/Firm (*Please Print*)

Name and title of authorized representative (*Please Print*)

Signature of authorized representative

Date



REQUEST FOR PROPOSALS:

The mission of Downtown Lansing Inc. is to strengthen and nurture the culture, health, safety, and sustainability of Michigan's Downtown. Downtown Lansing Inc. (DLI) is seeking proposals from qualified social service agencies, nonprofit organizations, behavioral health providers, outreach organizations, or other service providers to provide Outreach Street Team Services within Downtown Lansing.

Through this Request for Proposals, DLI seeks a qualified partner to provide compassionate, proactive, and measurable outreach services to individuals experiencing mental health challenges, substance use disorders, and housing instability within Downtown Lansing.

Should a Contractor fail to furnish a complete proposal, as determined by DLI staff or the Board of Directors, DLI reserves the right to reject the proposal. Additionally, should a Proposer take exception to the requirements or specifications as provided herein, without prior DLI approval, the Proposer's proposal shall be rejected.

The original and two copies of proposals shall be delivered, mailed or emailed to:
Downtown Lansing Inc.
Attn: RFP # 2026-07-01
215 S. Washington Sq. Ste. 100
Lansing, MI 48933.

Sealed proposals will be accepted until:
Proposal Due Date: August 24 at 5:00 p.m.

Questions regarding this RFP should be directed to:
Cathleen Edgerly
Executive Director
Downtown Lansing Inc.
215 S. Washington Square Ste.100
Lansing, MI 48933
cathleen@downtownlansing.org

DEFAULT TO CITY: It is understood that any bidder who is in default to the City at the time of submittal of the bid shall have his bid under the proposal declared null and void.

The contract awarded from this solicitation will be a lump sum/fixed price contract.

SCHEDULE:

RFP released: July 22, 2026

Questions due to Executive Director: Friday, July 31 by 5:00 p.m.

Full list of Q & A responses sent out by DLI: Wednesday, August 12 by 5:00 p.m.

Proposals Due: Monday, August 24 by 5:00 p.m.



SCOPE OF WORK:

1. General Scope of Work. The selected agency shall provide dedicated outreach and engagement services throughout Downtown Lansing's District A of the PSD.

The Outreach Street Team shall operate as a visible, relationship-based, community resource focused on connecting vulnerable individuals to appropriate services while supporting a safe, welcoming, and vibrant downtown environment.

Minimum Service Requirements

Conduct proactive foot-based outreach throughout Downtown Lansing business district including:

- Public parks
- Alleys
- Public gathering spaces

Assist individuals with housing navigation such as

- Shelter access
- Housing applications
- Permanent supportive housing referrals
- Rapid rehousing referrals

Provide Behavioral Health Support such as

- Crisis intervention
- Mental health engagement
- Behavioral health referrals
- Follow-up support

Provide Substance Use Response

- Harm reduction outreach
- Treatment referrals
- Recovery support referrals
- Overdose response coordination with public safety and emergency services

Respond to referrals/communications from:

- Downtown Businesses
- Property owners
- Residents
- Downtown Lansing Inc.

The selected agency shall maintain a response system in collaboration with public safety for non emergency concerns involving vulnerable individuals.

6. Supplies. The Contractor shall bear at its own expense all cost of operating business and furnishing any maintenance services and shall pay costs connected with the fulfillment of this Contract. The Contractor will be required to supply and furnish at its sole cost any and all supplies to be used in the furtherance of properly executing any maintenance services provided herein.

7. Safety Regulations. The Contractor shall comply with the Occupational Safety and Health Act as well as other applicable Federal and State safety regulations.



8. Reports & Deliverables. The Contractor shall provide DLI with (at minimum) monthly updates and proposed solutions to any problems/challenges in meeting standards expected for a clean and safe Downtown Lansing environment.

PROPOSAL REQUIREMENTS

The following must be included for bid to be accepted.

Organizational Information

- Agency name and contact information
- Nonprofit status, if applicable
- Organizational mission and history
- Number of years providing outreach services

Relevant Experience

Provide examples of at least three (3) comparable outreach, homelessness response, behavioral health, or downtown engagement programs.

Please include:

- Community served
- Staffing levels
- Funding source
- Outcomes achieved
- Reference contact information

Program Approach

Please provide a detailed description of:

- Outreach philosophy
- Trauma-informed practices
- Harm reduction approach
- Housing-first principles (if utilized)
- Mental health intervention strategies
- Substance use intervention strategies
- Coordination with community partners

Staffing Plan

- Organizational chart
- Number of staff dedicated to Downtown Lansing
- Staff credentials and certifications
- Proposed schedule and hours of operation
- Weekend and evening coverage

Budget Proposal

Please present an itemized annual budget including:

- Personnel costs
- Administrative costs
- Transportation costs
- Equipment and supplies
- Data collection and reporting costs
- Matching funds or leveraged resources



Data Collection & Performance Measurement

Describe:

- Data tracking systems
- Outcome measurements
- Reporting capabilities and frequency
- Sample reporting format



CONTRACT REQUIREMENTS

CONTRACT TERM

The Contract term shall commence October 1, 2026 and terminate June 30, 2027. DLI shall have up to four (4), one-year renewal options upon sixty (60) days' written notice prior to the end of the existing term to Contractor.

CANCELLATION/TERMINATION OF CONTRACT

A. For convenience: The performance of services under this Contract may be terminated by DLI in whole or in part, whenever DLI staff or the Board of Directors shall determine that such termination is in the best interest of the DLI. Any such termination shall be affected by delivery to the Proposer of a notice of termination specifying the extent to which performance of services under the contract is terminated and the date upon which such termination becomes effective.

B. For cause: DLI shall have the right to cancel this Contract immediately if the Contractor fails to fulfill any of the requirements, terms, or conditions of this Contract as determined by DLI. DLI may terminate this Contract in whole or part by written notice of default to the Contractor if the Contractor fails to perform the services specified herein and does not cure such failure within a period of ten (10) days (or such longer period as DLI may authorize in writing) after receipt of notice from DLI specifying such failure. If the contract is terminated in whole or in part for default, DLI may procure similar services upon such terms and in such a manner as herein specified. The Contractor shall be liable to DLI for any excess costs for such similar services and shall continue the performance of this contract to the extent not terminated under the provisions of this clause.

C. By mutual agreement: This contract may be terminated by mutual agreement of the parties. Such termination shall be effective in accordance with a written agreement by the parties. Upon termination of this Contract, through expiration or otherwise, the Contractor shall aid DLI in all ways possible for continuing to furnish the services covered by this Contract on the same terms and conditions until a new contract takes effect, if DLI desires such a continuance.

INDEMNIFICATION AND CONTRACTOR'S LIABILITY INSURANCE

The Contractor shall indemnify, defend, and hold harmless DLI or its subsidiaries from any damages that it may sustain through the negligence of the Contractor pertaining to the performance of this contract. The Contractor shall purchase and maintain such insurance to protect DLI and the city of Lansing from claims that might arise out of or as a result of Contractor's operations. The Contractor will provide and maintain its own public liability, property damage, and workers compensation insurance. The insurance shall be written for not less than any limits of liability required by law, and shall include contractual liability insurance, as applicable, for the Contractor's obligation for indemnification under this contract.

The selected contractor will be responsible for providing certificates of insurance to Downtown Lansing Inc. which proves the Contractor has not less than \$1,000,000 coverage for Personal Liability and Property Damage and proof of Worker's Compensation Insurance. The Personal Liability and Property Damage certificate shall name Downtown Lansing Inc. and the City of Lansing as additionally insured and shall carry a twenty (20) day Notice of Cancellation. Proof of insurance, as stipulated above, shall be provided to Downtown Lansing Inc. within ten (10) working days of issuance by Downtown Lansing Inc. of an Award of Contract.



HOLD HARMLESS: To the fullest extent permitted by law, the contractor/vendor shall indemnify, defend, and hold harmless the City of Lansing, its officers, agents, employees, elected, and appointed officials, and volunteers from and against any and all claims, losses or liability, including attorney's fees, arising from injury or death to persons or damage to property occasioned by any act, omission, or failure of the contractor/vendor and any of its officers, agents, employees, and volunteers in satisfying the terms required by this contract.

PAYMENTS FOR SERVICES:

DLI will pay for services rendered under this Contract within 30 days of receipt of the invoice. No payments will be made until after the services have been rendered.

TAXES:

Contractor shall pay any charges or taxes assessed and/or levied upon this Contract, upon the performance of these services by the Contractor, upon any real property used by the Contractor located within the District or elsewhere, or upon the Contractor due to the operation of its business under this Contract.

NON-DISCRIMINATION AND UNFAIR LABOR PRACTICES

The Contractor and its subcontractors shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, gender, height, weight, marital status, or handicap.

The Contractor shall not violate 1980 Public Act 278, as amended, MCL 423.231, et seq, by entering into a contract with a subcontractor, manufacturer, supplier, or employer who has been found in contempt of court by a Federal Court of Appeals on not less than three occasions involving different violations during the proceeding seven years for failure to correct an unfair labor practice as prohibited by Section 8 of Chapter 372 of the National Labor Relations Act. Violations of the law after the start of this contract may result in termination of this contract.

PRICES HELD FIRM

All rates quoted in bidder's response to this RFP will be held firm. Please include with your proposal any estimated annual increases expected due to Cost of Living Increases.

CONFIDENTIALITY

Contractor agrees that any and all information, in oral or written form, whether from DLI, its agent or assigns, or other sources, or generated by Contractor pursuant to this Contract shall not be used for any purpose other than fulfilling the requirements of this Contract. The Contractor further agrees to keep in absolute confidence all data relative to the business of DLI, its agents or assigns. No news release, including but not limited to photographs and film, public announcement, denial and confirmation of any part of the work hereunder shall be made by Contractor without the prior written approval of DLI.

DAMAGE OR DESTRUCTION OF AREAS

Neither party to this contract shall be responsible to the other party hereto for any delays or failure to perform caused by circumstances beyond the immediate control of the party prevented from performing, including but not limited to strikes, acts of God, and severe fuel, power, labor, or material shortages.



DRUG/ALCOHOL POLICY

Should The Contractor or its employees be found to be under the influence on the job in the Downtown Lansing Inc. service area there will be a warning for the first offense. If there is an additional offense, DLI staff will notify the Contractor immediately and the contract could be terminated.



MAP OF THE PSD/DLI Coverage Area:

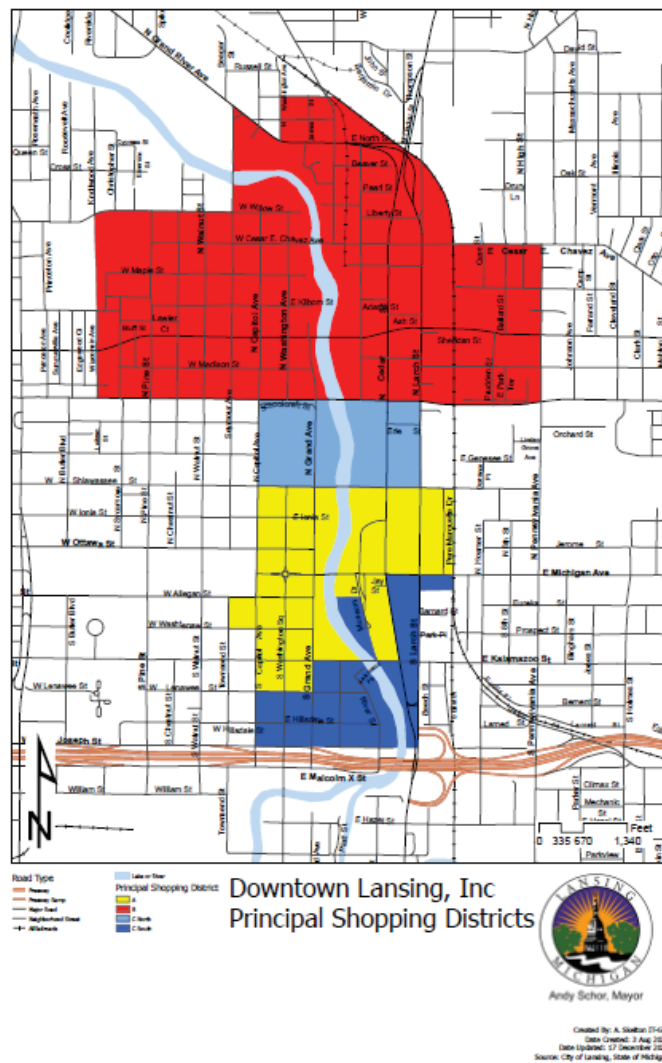
The work to be completed in this contract includes primarily District A of the PSD including the following boundaries:

North: To Shiawassee St.

South: To I-496

East: To Pere Marquette, just before the railroad tracks—including the Public ROW including Starbucks, as well the sidewalk outside of the 600 block of E. Michigan Ave. outside the Courtyard Marriott and Capital City Market.

West: The east side of Capitol Ave.





Downtown Lansing Signature Streetscape Planter Initiative

RFQ #2026-07-08

PUBLIC NOTICE REQUEST FOR QUALIFICATIONS

Downtown Lansing Inc. SIGNATURE STREETScape PLANTER INITIATIVE RFQ#2026-07-08

The mission of Downtown Lansing Inc. is to strengthen and nurture the culture, health, and sustainability of our downtown district. Notice is hereby given that a Request for Qualifications for the Downtown Lansing Inc. Signature Streetscape Planter Initiative will be received by Downtown Lansing Inc. located at 215 S. Washington Sq. Suite 100, Lansing, MI 48933, until July 31, 2026 at 5:00 p.m. For more information send name, address and email address to Kate Litwin, Community Development Director at kate@downtownlansing.org. DLI reserves the right to accept or reject any and all items or portions of items received.

Kate Litwin,
Community Development Director



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The City of Lansing and Downtown Lansing Inc., in partnership with the business community, recognize the need to facilitate economic development in our community. As part of the economic growth and local first strategy, Downtown Lansing Inc. has adopted the following policy:

DLI Local Vendor Policy:

It is the policy of Downtown Lansing Inc. staff and the Board of Directors to give priority preference in vending for events to a business/vendor located within the Central Business District when possible and within budget parameters.

In the event a business/vendor within the Central Business District is unavailable or unable to meet the requirements set forth by DLI, preference shall be given secondarily to a business/vendor located within the City of Lansing.

If no vendor/business located within the Central Business District or City of Lansing is available and financially viable, DLI may enter into an agreement and select a business/vendor outside of the Central Business District and the City of Lansing.

Local Preference for Bids

A Lansing based business that has been deemed responsive and responsible according to the Local Vendor Policy that is within 10% of the low bid will be given an opportunity to match the low bid amount to receive the contract. If there is more than one qualified, responsive and responsible Downtown or Lansing based bidder, the first opportunity to match the low bid will go to the Lansing based firm with the lowest bid.

If the Downtown or Lansing based business refuses to match the low bid, the contract will be awarded to the responsive and responsible low bidder.

Projects greater than \$1,00,000 are exempt from the Local Preference.

Qualifications for Lansing Based Business status:

1) Pay City income taxes on Net Profits

and

2) Pay City property taxes on a plant or office and equipment used for the performance of the contract bid upon – or – other real or personal property in the City of Lansing equivalent in value to such plant or office and equipment for not less than one year prior to determination.



REQUEST FOR QUALIFICATIONS:

Executive Summary

Downtown Lansing Inc. (DLI) seeks qualifications from multidisciplinary design professionals to create a signature family of oversized decorative streetscape planters. These planters will transform existing concrete planter pads into memorable public spaces while supporting seasonal horticulture and reinforcing Downtown Lansing's identity.

About Downtown Lansing

Downtown Lansing is experiencing meaningful momentum through public, private, and nonprofit investments and partnerships. Streetscape enhancements are an important component of creating an attractive, walkable, and economically strong downtown.

Project Vision

The project is intended to commission a coordinated collection of sculptural planters that function as civic infrastructure and public art in our city center along Washington Square and Michigan Avenue. DLI encourages innovative, timeless design rather than standard catalog products.

Existing Conditions

The project will utilize existing concrete planter pads located throughout downtown. The intent is to activate these existing assets with high-quality design rather than reconstruct the surrounding infrastructure, until the city's CSO street reconstruction takes place.

Project Goals

- Create iconic streetscape features unique to Downtown Lansing.
- Improve pedestrian experience and downtown aesthetics.
- Support vibrant seasonal plantings.
- Provide durable, low-maintenance installations.
- Strengthen the Michigan's Downtown brand.
- Encourage photography and placemaking.

Project Description

The selected team will design and fabricate a coordinated family of oversized commercial-grade planters, generally targeting dimensions of approximately 48 inches in height and width. Final locations and quantities will be confirmed during design development.



Desired Design Characteristics

- Timeless
- Sculptural
- Elegant
- Commercial quality
- Freeze/thaw resistant
- Photogenic
- Compatible with historic and modern architecture
- Year-round interest
- Low maintenance, including graffiti/damage resistance
- Distinctive to Lansing
- Ability to be removed and relocated, as needed, for construction or other purposes

Submission Requirements

- Letter of Interest
- Firm qualifications
- Project team/Artist Information
- Portfolio (3–5 comparable projects)
- References
- Fabrication capabilities
- Project approach
- Estimated schedule
- Required certifications and insurance information

Concept renderings are not required during the RFQ phase.

Evaluation Criteria

Criteria	Weight
Quality of Previous Work	30%
Relevant Experience	25%
Creative Approach	20%
Team Qualifications	15%
Project Understanding	10%

Technical Specifications

- Design will fit on a concrete pad measuring 70" long x 50" wide.
- Commercial-grade fiberglass, GFRC, cast stone, corten steel, powder-coated aluminum, or approved equal
- Concealed drainage preferred
- UV and Graffiti-resistant finish preferred
- Designed for Michigan freeze/thaw conditions
- Minimum anticipated service life of 20 years
- Suitable for annual and seasonal plantings



Project Schedule

Milestone	Date
RFQ Released	July 8, 2026
Questions Due	July 20, 2026
Responses Issued	July 23, 2026
Qualifications Due	July 31, 2026
Committee Review	August 7, 2026
Interviews	Week of August 10, 2026
RFP Distributed to Shortlist	August 17, 2026

Please Note: Installation of selected design(s) will take place in Fall, 2026. Applicants should take this timeline into consideration during the RFQ and RFP process.

Terms & Conditions

DLI reserves the right to reject any or all qualifications, waive irregularities, request additional information, negotiate with qualified firms, or cancel the solicitation at any time.

Insurance Requirements

Selected firms shall provide evidence of commercial general liability, workers' compensation, automobile liability, and any additional insurance required by DLI prior to contract execution.

Shortlist Process

Following evaluation of qualifications, DLI intends to invite a shortlist of firms to participate in a subsequent design competition or Request for Proposals. Honoraria may be provided at DLI's discretion.

What Success Looks Like

We are seeking more than a planter. We are seeking an enduring civic feature that residents recognize, visitors photograph, businesses are proud to sit beside, and that becomes synonymous with Downtown Lansing.

- Looks exceptional with or without flowers
- Works in all four seasons
- Balances artistry with function
- Contributes, through design elements or material selection, Downtown Lansing's identity as Michigan's Downtown.



Appendix A

Statement of Qualifications (SOQ) Submission Requirements

Downtown Lansing Inc. requests that each respondent organize its Statement of Qualifications in the following order to facilitate a consistent and equitable evaluation process. Submissions should be concise, well-organized, and demonstrate the respondent's ability to successfully complete a project of similar scope and complexity.

A. Cover Letter

- One page only
- Include firm name, primary contact, address, phone number, email, website, and a brief statement of interest.
- Describe why your team is uniquely qualified for this project.
- Include the signature of an authorized representative.

B. Firm Profile

- Provide a brief history of the firm.
- Identify office locations.
- Number of employees.
- Primary areas of expertise.
- Years in business.

C. Project Team

- Identify the proposed project manager and key personnel.
- Describe each team member's role and relevant experience.
- Include resumes in an appendix.

D. Relevant Experience

- Provide three (3) to five (5) projects of similar scale or complexity.
- Include project name, client, location, completion date, budget, scope, team role, materials, photographs, reference, and a brief statement describing why the project is relevant.
- Provide a one-page narrative describing how your team collaborates with clients, artists, engineers, fabricators, contractors, and stakeholders throughout the design and construction process.

E. Design Philosophy

- Maximum two (2) pages.
- Describe the firm's approach to placemaking, civic design, public art, streetscape enhancements, collaboration, and designing for four-season environments.



F. Fabrication Capabilities

- Describe fabrication methods.
- Identify in-house and subcontracted services.
- Discuss engineering capabilities, quality control, shipping, and installation experience.

G. Materials & Durability

- Describe experience with GFRC, fiberglass, cast stone, corten steel, powder-coated aluminum, or similar commercial materials.
- Discuss expected longevity and maintenance considerations.

H. References

- Provide three (3) client references including organization, contact person, title, phone number, email address, project completed, and relationship to your firm.

Submission Format

- Maximum narrative length: twenty-five (25) pages
- Page size: 8.5 x 11 inches.
- Minimum font size: 10-point.
- Electronic submission in searchable PDF format.

Visual Documentation

- Respondents are strongly encouraged to include photographs, renderings, diagrams, sketches, and graphics demonstrating completed projects and relevant experience.

Recommended Project Summary Table

For each relevant project, provide:

- Project Name
- Client
- Location
- Completion Date
- Project Budget
- Team Role
- Primary Materials
- Why the Project is Relevant



Appendix B: Inspiration Booklet

Downtown Lansing is investing in signature streetscape elements that transform existing concrete pads into memorable public spaces. We seek planters that are sculptural, durable, timeless, and uniquely suited to the city's evolving identity. These elements should be recognized as civic features—not simply containers for flowers.

Existing Conditions



Downtown Lansing is removing the newspaper boxes and metal decorative elements from concrete bases that measure 70" long x 50" wide x 10" high. The remaining concrete will be used as an elevated platform for the requested design.



Design characteristics we hope to inspire:

Oversized & Memorable

- Planters that create a visual destination—not just hold flowers.
- Bold scale that complements wide downtown sidewalks and public spaces.

Sculptural

- Designs that function as public art, even when flowers are not in bloom.
- Strong forms that create interest from every angle.

Timeless

- Elegant, enduring designs that will remain relevant for decades.
- Avoid trends in favor of lasting quality.

Four-Season Appeal

- Beautiful with spring bulbs, summer annuals, fall displays, and winter evergreens.
- Attractive even when empty or covered in snow.

Exceptional Craftsmanship

- High-quality materials and finishes suitable for a prominent civic environment.
- Attention to detail in fabrication and construction.

Durable & Commercial Grade

- Designed to withstand Michigan's freeze/thaw cycles, UV exposure, heavy pedestrian traffic, and routine maintenance.
- Materials intended for long-term public use.

Cohesive Collection

- A coordinated family of planters with a shared design language.
- Variation is encouraged while maintaining a unified identity.

Thoughtful Materials

- Durable materials such as GFRC, fiberglass, cast stone, corten steel, powder-coated aluminum, or other innovative commercial materials.
- Finishes that age gracefully and require minimal maintenance.

Human Scale

- Comfortable and inviting at the pedestrian level.
- Creates moments where people naturally stop, gather, and take photographs.

Distinctive Identity

- Designs that could become synonymous with Downtown Lansing.
- Original concepts that feel authentic to place without relying on clichés.

Supports Vibrant Plantings

- Designed to showcase colorful seasonal plantings while allowing the vessel itself to remain the visual anchor.

Creative Innovation

- Fresh ideas that challenge traditional expectations of what a streetscape planter can be.
- We welcome thoughtful, original approaches that balance artistry with function.



Inspirational Images





What we are NOT looking for:

- Small residential planters
- Faux-Tuscan urns
- Plastic pots
- Thin-wall decorative containers
- Generic catalog products
- Busy Victorian ornament

If your design can accomplish these five things, you're on the right track:

- **Be recognizable** — People remember it after one visit.
- **Be photogenic** — Visitors naturally want to take pictures with it.
- **Be beautiful year-round** — Not just when flowers are blooming.
- **Be durable** — Designed for decades of public use.
- **Be unmistakably Lansing** — Original, authentic, and worthy of becoming part of the city's identity and fits with our role as "Michigan's Downtown."





Business & Property Improvement Grant

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DLI BACKGROUND:

Downtown Lansing Inc. (DLI) is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment.

OVERVIEW

Downtown Lansing Inc. offers grants and assistance exclusive to downtown businesses. The Downtown Lansing Tenant Improvement Grant Program supports existing businesses, as well as new businesses choosing to locate in Michigan's Downtown by reducing commercial vacancies, activating storefronts and encouraging private investment in Downtown Lansing.

Through strategic investments in tenant buildouts, code compliance improvements, business modernization, accessibility upgrades, and storefront enhancements, the program seeks to strengthen Michigan's Downtown as an attractive, resilient, and welcoming destination.

Preference may be given to projects that:

- Advance Downtown Lansing's Comprehensive Market Analysis (CMA) priorities,
- Include a property that has been vacant for 5 or more years.
- Involve the rehabilitation of historic or architecturally significant buildings.
- Activate street-level spaces
- Fill vacant storefronts
- Increase downtown amenities

A small project meeting a critical downtown need may score higher than a larger project with limited public benefit.

The proposed project should meet at least 1 of the following program goals:

- Activate or rehab a vacant storefront or underutilized commercial space.
- Support the retention, expansion, or relocation of an existing downtown business.
- Open a new business that fills a market need identified by Downtown Lansing's Comprehensive Market Analysis (CMA)
- Improve the customer experience through physical interior and/or exterior improvements to a commercial space.
- Address building code, accessibility, or operational modernization needs.
- Enhance the appearance and functionality of a building or tenant space.
- Support uses that increase foot traffic, street activity, and economic vitality within Downtown Lansing.



APPLICATION PROCESS

1. Confirm that the applicant/business proposed use is permissible.
2. Confirm the tenant space is under 15,000 sq. feet.
3. Prospective applicant submits an application package to which consists of an introductory letter providing an overview of the project, DLI Program Application, and supplementary documents including project estimates and signed lease (if applicable). Documents may be submitted in person, via US mail or email to kate@downtownlansing.org
4. If there are questions, DLI will schedule a meeting with the applicant to review the program and discuss the improvement plans if there are questions.
5. DLI will submit the application and all required paperwork to the Tenant Improvement Grant Review Committee consisting of DLI staff, DLI Board representatives, commercial real estate professionals, lending and financing representatives, and other community development professionals as appointed by DLI. The Grant Review Committee shall consist of no fewer than three voting members.
6. Upon approval, DLI will send a Tenant Improvement Grant awardee letter, subject to compliance with DLI program requirements, and all other required approvals. The Grant Commitment funding letter serves as a notice to proceed with the interior and/or Tenant Improvement Grant program. **Any work completed before receipt of this letter risks that the work will be deemed ineligible for reimbursement.**
7. Expenditures made before the award letter is sent will not qualify for reimbursement. Construction or related work shall commence within 180 days of the Grant Commitment Letter unless an extension is approved in writing by DLI. All work must be completed within 1 year of the date listed in the Commitment Letter. (subject to weather and other unavoidable events).
8. Once construction has been completed all necessary City, DLI and Landlord (if applicable) approvals must be obtained and documentation (copies of proof of payment(s) provided showing the applicant's share of cost has been provided. Upon receipt of these required documents, DLI will process a check for payment of the approved grant amount payable to the applicant. Please plan 30 days from submittal of required documents and approvals before grant funds are received.



ELIGIBLE APPLICANTS

- Existing for-profit businesses located within District A of the Downtown Lansing Inc. district.
- New businesses seeking to locate within District A of the Downtown Lansing Inc. district.
- Commercial property owners undertaking improvements for an eligible business tenant.
- Tenants with written authorization from the property owner.

Applicants must:

- Be current on property taxes, rent, utilities, and municipal obligations. Property must be free of all mechanic liens at time of application.
- Obtain all required permits and approvals.
- Demonstrate the financial ability to complete the project.
- Include copies of estimates for materials/work to be included.
- Comply with any reasonable request from DLI during the application or administrative phases of the project.

Incomplete applications **WILL NOT** be accepted. Applicants completing both eligible façade and interior improvements may receive a combined award of up to \$100,000, subject to funding availability.

TRANSFORMATIONAL EXTERIOR IMPROVEMENTS:

Building exterior improvements must be located on the exterior of the building. A 50% matching grant will be awarded, up to a \$50,000 maximum award.

Eligible Transformational Façade Improvements may include:

- Structural Improvements to façade
- Brick/stone/masonry repair
- Door/window/storefront system/trim replacement or repair
- Removal/replacement of inappropriate or incompatible exterior finishes or materials
- Exterior lighting on façade (not including lighting in your signage).
- Signage, awnings, doors (Businesses awarded a sign grant over the past 5 years are not eligible for additional sign and/or awning funding)
- Exterior painting and stucco
- In order to cultivate a more accessible downtown experience for all users, improvements to create barrier free and accessible entryways will be considered as part of the overall façade improvement if there is an aesthetic component to the project as well.

The grant funds are provided on a reimbursement basis and offer no upfront funding.

Grant funds will be awarded at half the total improvement costs needed, not exceeding \$50,000. For example: If the total project cost is \$40,000, \$20,000 will be the grant



award. The grant recipient will be eligible to receive up to \$20,000 reimbursement after project completion. Or, if the total project cost is \$250,000, a maximum of \$50,000 will be the grant award. The grant recipient will be eligible to receive up to \$50,000 **reimbursement after project completion**. DLI may, at its discretion, process reimbursement requests in phases as project milestones are completed, subject to available funding and program requirements.

INTERIOR TENANT IMPROVEMENTS:

Provides a small business owner project coordination and/or financial assistance for undertaking the rehabilitation and renovation of vacant or underutilized commercial properties located in the downtown district. A 50% matching grant will be awarded, up to a \$50,000 maximum award.

Eligible Interior Tenant Improvement costs include:

- Capital costs, including the costs incurred or estimated to be incurred for the construction of public works or improvements, and fixtures; the renovation, rehabilitation, reconstruction, remodeling, repair, demolition, alteration, or expansion of existing buildings, structures, and fixtures; the acquisition of equipment;
- Professional service costs, including those costs incurred with permits, the design phase, etc.
- Fire life/safety upgrades to satisfy current fire code regulations related to:
 - Fire sprinkler systems
 - Fire alarm systems
 - Fire panels
 - Smoke control systems
 - Kitchen hood systems
- Building & Safety upgrades to satisfy current building code regulations related to:
 - Egress upgrades, including panic hardware, illumination and exit signage
 - Ingress upgrades, including stairs, elevators, interior ADA ramps
 - Mechanical, plumbing and electrical upgrades
 - Energy code upgrades
 - Asbestos or similar abatement
- Accessibility upgrades to satisfy current code regulations related to:
 - Restroom remodel for ADA compliance
 - Egress upgrades including ramping, panic hardware, door swings
 - Ingress upgrades including stairs, elevators, interior ADA ramps
 - Floor leveling/resurfacing to correct cracks or other obstructions

The grant funds are provided on a reimbursement basis and offer no upfront funding. Grant funds will be awarded at half the total improvement costs needed, not exceeding \$50,000. For example: If the total project cost is \$40,000, \$20,000 will be the grant award. The grant recipient will be eligible to receive up to \$20,000



reimbursement after project completion. Or, if the total project cost is \$250,000, a maximum of \$50,000 will be the grant award.

The grant recipient may be eligible to receive up to \$100,000 reimbursement after project completion only if the project includes **both** a Transformational Exterior AND Interior Improvement. DLI may, at its discretion, process reimbursement requests in phases as project milestones are completed, subject to available funding and program requirements.

Tenant/Property Owner Commitment: In order to be considered eligible, the business, whether property owner or tenant of the project, must demonstrate that they are:

- Committed to and has the ability to maintain or expand its business presence at the project location.
- Committed to maintain all project improvements for the useful life of the improvements.
- The project possesses positive economic attributes that will provide and increase economic activity around the surrounding neighborhood.

INELIGIBLE BUSINESSES/PROPERTIES

The following properties and businesses are ineligible from participation in the Interior & Exterior Improvement Program:

- a. Construction of a new building.
- b. Single-family properties.
- c. Residential portions of a larger mixed-use development.
- d. Properties or projects which do not satisfy all of the program's eligibility requirements.
- f. Other business types: including:
 - Check cashing/payday advance
 - Adult stores/services
 - Packaged Liquor retailer
 - Store that sells firearms
 - Marijuana or cannabis operations of any kind
 - Internet based business
 - Check cashing
 - Pawnbroker & auto pawn



DEADLINE TO APPLY:

This grant funding is available on an ongoing basis until all budgeted funds are expended.

APPROVAL PROCESS

Approval for grant applications shall be based on the following:

1. Submittal of a completed Tenant Improvement Grant application form and the issuance of the projects.
2. Tenant or Landlord must have a certificate of occupancy permit by the City of Lansing.
3. Copy of landlord approval (if applicable)
4. DLI and/or the review committee shall have the ultimate authority to accept or reject each application and have complete authority to decide whether requested work is eligible for this program.
5. Any tenant's or landlord's project that is not approved will be unable to apply for this or other DLI grants for 12 months.

ADDITIONAL GUIDELINES AND TERMS

- The final selection of a contractor is the sole responsibility of the participating business. As such, the agency shall offer no warranty on work performed. The applicant should obtain any desired warranty information from the contractor in writing.
- If Applicant closes their business before the end of the 24-month following receipt of grant funds, does not complete the project as approved, or does not fulfill landlord requirements (ex: mortgage/rent payments) the Applicant will be responsible for paying back the Tenant Improvement Grant funds and ineligible to receive any other funds from DLI until the grant funds are paid back to DLI.
- Applicants agree that they shall indemnify and hold harmless DLI and its partners, directors, agents, employees, and any other affiliate against any losses, claims, damages, or liabilities to any person or entity in connection with any matter referred to in this application, including, without limitation, the performance of the services that are the subject of this agreement.
- Applicants agree that any award under this program is awarded at the sole discretion of DLI.

To submit your application email kate@downtownlansing.org. Applications must include all required attachments.

*****Please note, submission of this application does not guarantee you will receive a grant or move forward to the full application process. If you have any questions or issues with the application, please contact Downtown Lansing Inc. at 517-485-3322 or email kate@downtownlansing.org***



Downtown Lansing Inc.
Tenant Improvement Program
Application Form

Project Name

Address:

Property Owner			# of Employees:	
Applicant			Sq. Footage of project space	
Applicant Email			Is the property currently vacant? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how long has the space been vacant?	
Phone			Proposed Business Use	
Does this project include one of priority business as outlined in Downtown CMA? <input type="checkbox"/> Yes <input type="checkbox"/> No				

Project Summary & Requested Funding Amount: Please describe:

If applying as a new business/tenant, please include a description of your business including:

- The products or services to be offered.
- Target customer base.
- Hours of operation.
- How the business will contribute to activity in Downtown Lansing.
- How the proposed use aligns with Downtown Lansing's business recruitment priorities.



Based upon the above summary and data, it has been determined that the project:	
Qualifies for Project Coordination (Y/N):	
Qualifies for Funds Reimbursement (Y/N):	
Signature of Staff	Date:
DLI Funds Reimbursement Disclaimer	
<p>This is a reimbursement grant. For projects qualifying for reimbursement, the Applicant acknowledges that the Tenant Improvement Program will only pay for qualifying expenditures as outlined in the Downtown Lansing Tenant Improvement Program description. This Form acknowledges that the Project as currently proposed meets the minimum qualifications in order to apply for the Funds Reimbursement Application; however, it does NOT ensure approval of the Application. This form also acknowledges that should the business close, not complete the Project as approved, or be found to have been dishonest regarding work completed, the Applicant will be responsible for reimbursing the full Project costs to DLI.</p>	
Signature of Applicant:	Date:
Applicant Name/Responsible Party:	

SAMPLE SCORING CRITERIA

Please note: A small project meeting a critical downtown need may score higher than a larger project with limited public benefit.

Section 1: Eligibility Screening (Pass/Fail)		
<i>Applications must meet all eligibility requirements before advancing to scoring.</i>		
Eligibility Requirement	Yes	No
Property/business located within eligible Downtown Lansing district	<input type="checkbox"/>	<input type="checkbox"/>
Applicant is property owner or authorized tenant	<input type="checkbox"/>	<input type="checkbox"/>
Application is complete and signed	<input type="checkbox"/>	<input type="checkbox"/>
Required estimates/quotes submitted	<input type="checkbox"/>	<input type="checkbox"/>
Proposed expenses are eligible under program guidelines	<input type="checkbox"/>	<input type="checkbox"/>
Applicant is current on local taxes, assessments, and code compliance requirements	<input type="checkbox"/>	<input type="checkbox"/>
Project has not commenced prior to grant approval (unless otherwise permitted)	<input type="checkbox"/>	<input type="checkbox"/>
Funding request does not exceed program limits	<input type="checkbox"/>	<input type="checkbox"/>

Evaluation Criteria	Max Points Available
Alignment with DLI/CMA Priorities and Business Needs	20
Activation of Vacant or Underutilized Space	20
Contribution to Street-Level Activity & Pedestrian Experience	15



Overall Impact on Downtown District	15
Building Condition & Code Compliance Improvements	10
Financial Readiness & Project Feasibility	10
Application Quality & Completeness	5
Historic Preservation & Adaptive Reuse	5
Total Score	100



Parks/Playground Enhancements	Expenditures	Cost
ARTery Alley	\$160,324.76 remaining	
	Repaving	\$100,000
	Glowstones	\$18,500
	Lighting at entry	\$25,000
	Murals	\$16,824.76
	TOTAL:	\$160,324.76
Supplies:	\$233,505 remaining	
	Walls for ARTery Alley dumpster enclosure	\$15,000
	Black trash can replacements (5)	\$7,500
	Pumpkins for Traffic Circle	\$40,000
	Crosswalk Paint	\$250
	Sculpture & Art Wraps	\$49,567
	Michigan Ave. Bridge flower boxes/art	\$10,000
	Art to contain concrete bases once kiosks rem	\$15,000
	Explore Downtown App	\$2,500
	Hanging Baskets	\$4,800
	Repair/Replace art on Grand Ave Ramp	\$15,000
		\$159,617
	Other Options for expenditures:	Leaves a balance of: \$73,888
	Downtown Bike Racks	
	Office move needs	
	R2R Cut Sheets	
Building/Business Improvements	\$490,988.52 remaining	Cost
	Planned use is supporting 5-8 businesses via updated Business & Property Improvement Grant	\$20,000-\$100,000 each

Purpose, planning, and intent. And a very generous dose of creativity.

Those are a few of the skills Redhead brings to every problem we solve and every challenge we meet. We're pretty keen on ensuring whatever we build is not only beautiful, but smart.

And what do our ideal clients bring? A goal oriented mindset and an openness to new ideas. An enthusiasm for working together and for creating something your audiences can really use.

Perhaps, together, we can build great things.



PREPARED FOR:

Cathleen Edgerly
Executive Director
Downtown Lansing, Inc.

SUBMITTED BY:

Redhead Creative Consultancy
113 S. Washington Square
Lansing, MI 48933

December 3, 2025

Revised: March 9, 2026

Introduction

Sometimes a city gets the rare chance to rebuild itself in real time. Not as a metaphor, but quite literally—streets opened, systems modernized, the foundation reset for the next generation of residents, visitors, and businesses. Downtown Lansing’s CSO Street Reconstruction is that moment. It’s the kind of long-view investment that only happens when a community believes in its own future.

This project is a pivotal step in DLI’s mission to cultivate a vibrant, inclusive, economically strong downtown—a place where people come to unwind, start something new, connect with others, live fully, and celebrate the spirit of Michigan’s capital city. Construction may be temporary, but the opportunity it creates is long-term.

Redhead is uniquely positioned to help DLI seize that opportunity.

Redhead specializes in helping communities navigate moments exactly like this. Our team blends strategy, storytelling, design, and on-the-ground support to keep stakeholders aligned, businesses informed, and the public engaged, even in seasons of disruption. We understand how to translate complex infrastructure updates into clear, human-centered communication. We know how to rally a community around progress. And we are experts in positioning downtown districts as places people want to be, no matter what’s happening underfoot.

Our approach will:

- Set downtown retailers up to succeed before, during, and after construction.
- Provide timely, transparent communication to stakeholders, workers, and visitors.
- Reinforce DLI’s identity as the connector, advocate, and champion for Michigan’s Downtown.
- Continue marketing downtown as a place to unwind, start, connect, live, and celebrate, because construction doesn’t pause the mission.

Progress can be loud, dusty, and inconvenient. But with the right strategy behind it, it can also be energizing.

Redhead is ready to help DLI ensure this moment feels like what it truly is: evidence of a city investing in itself, building for its future, and inviting everyone to be part of the transformation.

Project Approach

Project 0: Kick-off & Planning

Before we start shaping messages or designing anything new, we align. This phase grounds the team in shared goals, audience understanding, and the realities of the construction timeline.

OUR TASKS:

- Facilitate a kickoff meeting with DLI to confirm project vision, goals, roles, and timelines, as well as key audiences, challenges, and opportunities.
- Review existing materials, infrastructure updates, merchant needs, and CSO communications from other cities.
- Based on the above, we'll develop a Creative Brief.
- This document will serve as our guiding principle for success, and outlines clear deliverables approved by both client and Redhead.
- Once your point person has approved the Creative Brief, our team will then move forward with all subsequent tasks and projects.

DELIVERABLE

Creative Brief.

Project 1: Creative Concepting

We'll explore themes, characters, and creative frameworks that make construction communication human, helpful, and unmistakably Downtown Lansing.

OUR TASKS:

- Develop two full creative concepts with in-the-wild mockups (social, signage, retail-facing materials, etc.).
- Prepare and present concepts to DLI.
- Facilitate discussion and gather feedback.
- Complete one round of refinement on the chosen concept.

DELIVERABLE

Finalized campaign concept with visual direction and messaging foundation.

Project 2: Merchant Preparedness Kit

We set businesses up to succeed by giving them tools, clarity, and confidence through construction season. This kit becomes their go-to resource for messaging, customer communication, and brand-aligned engagement.

OUR TASKS:

- Create a Merchant Preparedness Kit that aligns with the campaign theme and uses the CSO materials from other cities as a launching point. We will work closely with DLI to customize all messaging to Downtown Lansing's unique circumstances. The kit will include a pocket guide (talking points, sample responses, customer messaging, support outlets), shareable graphics, and social copy examples merchants can easily deploy.
- Design materials that are both informative and aligned with the chosen concept for web download and physical distribution.
- Share kit with client and provide one round of revision on each component, if necessary.

DELIVERABLE

Merchant Preparedness Kit (print-ready and digital).

Project Approach

Project 3: Marketing & Communications Plan + Foundational Creative

This phase is about creating the plan, the structure, and the first wave of assets so DLI is equipped to launch the CSO season confidently and clearly. Redhead develops the roadmap and the foundational creative; DLI leads implementation and ongoing management.

OUR TASKS:

- Develop a succinct Marketing & Communications Plan that outlines timelines, channels, messaging priorities, audience segmentation, and clear ownership roles for DLI and its partners.
- Adapt CSO communication best practices from other cities into a Lansing-specific framework with tone, messaging, and sequencing that reflect “Michigan’s Downtown.”
- Build foundational creative assets that align with the approved campaign concept, such as:
 - Page banners
 - Signage templates
 - Social templates
 - Email headers
 - Graphics for merchant and public-facing updates
- Publish a dedicated CSO webpage (copy + layout) on the DLI website that explains what’s happening, why it matters, and how to stay informed, including merchant resources and campaign-aligned visuals.
- Create the first four weeks of assets (email, social, signage templates, etc.) that reflect early-stage construction needs and launch communications.

DELIVERABLES

Marketing & Communications Plan with timelines, messaging, channels, sequencing, and clearly defined roles and responsibilities.

Foundational creative assets including signage templates, page banners, downloadable merchant tools, and social templates.

CSO Webpage with clear messaging, resource links, and visuals tied to the campaign.

First 4 weeks of assets ready for use by DLI to launch the campaign and the construction season.

Project Approach

Project 4: Consultation & Responsive Creative Support

Construction projects evolve, sometimes daily. To best support DLI during the full construction season, this phase shifts into a flexible monthly retainer model that adapts to real-time needs. DLI receives ongoing support that can be dialed up or down as the construction timeline unfolds. This model provides predictable budgeting, reliable weekly guidance, and responsive creative support when conditions on the ground shift.

OUR TASKS:

- Hold a weekly 30-minute strategic meeting to evaluate construction updates, merchant concerns, shifting circumstances, and stakeholder needs.
- Provide real-time messaging recommendations, merchant communication support, and public update guidance.
- Develop responsive creative and content, such as:
 - Social media graphics + copy
 - Public-facing educational posts
 - Merchant messaging updates
 - Temporary signage or wayfinding design
 - CSO email or webpage updates
 - Social media-quality video and photography support
 - Small-scale activation or energy-boost assets
- Determine weekly priorities collaboratively with DLI, then produce the assets or messaging needed most.

DELIVERABLES

Weekly strategy & consultation meeting.

Up to 20 hours/month of responsive creative support, such as:

- Social media graphics + copy
 - Public-facing educational posts
 - Merchant messaging updates
 - Temporary signage or wayfinding design
 - CSO email or webpage updates
 - Social media-quality video and photography support
 - Small-scale activation or energy-boost assets
-

Monthly report of hours used and deliverables produced.

Monthly Renewal & Adjustment

Each month, Redhead and DLI will review hours used and the anticipated needs for the following month. Based on that review, the monthly retainer hours may be increased or decreased as necessary.

Expiration of Hours

Hours included in the monthly retainer expire at the end of each month and do not roll over.

Scope & Costs

No third-party costs are reflected in this proposal. Expenses such as printing, fabrication, photography, videography, signage production, media buys, or outside asset development are not included and will be billed directly by the vendor or passed through with client approval.

Workflow & Timeline

Whether internal or external, our communication is consistent, transparent, and constant. We promise no longer than 24 hours to respond to requests — while we might not have an answer or resolution, we will acknowledge receipt and outline a plan of action. We provide clear timelines for each task and project, and work with you to build realistic schedules. We endeavor to use processes and services that fit in well to your workflow. Slack, email, Dropbox and Google are tools we deploy to support communication and meetings with your team.

For a successful project, we always request the following from clients:

- A point person from your team. Our point person will be Caleb Wilson-Johnson, our Client Services Director.
- Documentation such as communication, marketing and/or strategic plans, if applicable.
- Expectations for communication turnaround from your end.
- Calendars and dates from your organization that will affect availability and responsiveness.
- Communication of ancillary projects or efforts which may impact our work.

Reporting

We will work with your team to develop a form of reporting that best fits your internal needs and processes. This could be as simple as a bi-weekly update email, or a preset meeting schedule. The purpose is to ensure the project remains on track and efficient.

Timeline

Redhead will work with you to finalize milestone dates and deliverables once a kick off meeting is scheduled. It's premature to develop a firm timeline without collaboration with you to ensure the dates suggested from our team align with your schedules.

TIMEFRAME	MILESTONE
December 2025	Creative Concepting
January 2026	Merchant Preparedness Kit
February 2026	Marketing & Communications Plan + Functional Creative
March 2026 through end of construction	Consultation & Responsive Creative Support

Project Budget & Terms

March 9, 2026

Cathleen Ederly
Downtown Lansing, Inc.

PROJECT	FULL VALUE	IN-KIND (15%)	ADJUSTED COST
<input type="checkbox"/> Creative Concepting	\$10,000	-\$1,500	\$8,500
<input type="checkbox"/> Merchant Preparedness Kit	\$12,000	-\$1,800	\$10,200
<input type="checkbox"/> Marketing & Communications Plan + Foundational Creative	\$25,000	-\$3,750	\$21,250
<input type="checkbox"/> Consultation & Responsive Creative Support	-	-	\$3,800/month

I accept this proposal, terms and assumptions as outlined and authorize Redhead to engage with the outlined deliverables.

			3/9/2026
CLIENT SIGNATURE	DATE	REDHEAD CREATIVE CONSULTANCY	DATE

This estimate is valid until June 30, 2026.

TERMS

- A signed estimate and purchase order are required to begin work.
- Projects under \$15,000 will require the full project fee to be invoiced at the start of the work, and paid in full before final assets are delivered.
- For projects over \$15,000, a 25% deposit is required to commence work. Subsequent billing will occur monthly or based upon work-to-date.
- If the client is unable to adhere to approved production schedules, new/revised schedules will be outlined, which may cause the end date of a project to change.
- Changes of scope and hours worked above what is included in this estimate will be billed at Redhead's hourly rate of \$200/hour.
- In the event of a client's cancellation of project, or absence of progress or communication of more than 1 month, we will invoice for work completed to date, including expenses.
- Additional stock photography needed beyond stated budget, will be billed, separately.
- Domain name purchases and web hosting will be billed separately, unless outlined in the estimate.
- Plug-ins and additional pay to purchase features will be billed separately upon approval by client.
- All unfinished work or unused concepts remain property of Redhead.
- Client retains rights of reproduction of all completed concepts and/or finished creative products.
- Redhead reserves the right to use all work for our own promotional materials.
- Invoices due Net 30. 1.5 interest (compound) added to account over 30 days. Annual percentage 18%.
- A 4% surcharge applies to credit card payments.
- In the event of a project hold lasting longer than six months, client forfeits any deposits or payments.

ASSUMPTIONS

- Client to provide all logos or necessary artwork as vector-based or high-resolution digital format (.tif or .eps preferred).
- Client is responsible for all proofreading, including confirming spelling of proper names and contact information (addresses, web sites, phone numbers, technical specifications, etc.).
- Client to provide necessary background material and final copy in digital format (such as MS Word document).
- Copy/content and rounds of edits from the client shall be provided in aggregate. Providing copy/content and/or edits piecemeal may result in additional project management charges.
- Proofreading services can be estimated at your request.
- In-depth copywriting services can be estimated at your request.