



Saginaw Street Corridor Improvement Authority Board of Directors Special Meeting

Thursday April 25th, 2024 – 3:00 PM

M3 Group

221 W. Saginaw St.

Lansing, Mi 48933

AGENDA

1. Call to Order/ Roll Call
2. Approval of SSCIA March Meeting Minutes(4/04/24)-**Action**
3. Approval of Marketing Plan -**Action**
4. Approval of Marketing RFP- **Action**
5. Update and Approval of Place-making Project - **Action**
6. The Pointe Beautification Project Update
7. ARPA Funding Discussion
8. Other Business
9. Public Comment
10. Adjournment



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

April 4, 2024 @ 3pm

M3 Group

221 W. Saginaw St. Lansing, MI 48933

Members Present: Tiffany Dowling, John Shaski, Laura Stoken, Benjamin Brewer, Diane Sanborn

Members Absent: None

Facilitator Present: Alex Watkins

Guests Present: Steven Bezold, Kahleea Washington, Kenwon Simpson

Public:

Recorded by: Alex Watkins

Call to Order/ Roll Call: Dowling called meeting to order at 3:05 pm. All board members present for quorum.

Approval of Meeting Minutes –

MOTION: to approve amended board meeting minutes from January by Stoken, Second by Brewer

YEAS: Unanimous

RFP and Marketing Plan Review and Marketing Committee Updates-Action

Stoken gave a high-level overview of the Marketing Committee and the Saginaw CIA Marketing Plan. Stoken answered questions about what the objective of the group is, future Key Performance Indicators as well as the expectations of the marketing group. Dowling recommended tabling the vote on the Marketing RFP until the next meeting.

Interactive Map Presentation (Steve Bezold)

Bezold reviewed the updated sitemap for Saginaw St. Bezold reviewed the story board format, the different demographic maps, explanation and history of the Saginaw St. CIA, online map as well as links to BS&A website. Looking forward to sending a copy of the site map link to the board.

Beautification Project Update

Brewer spoke about confirming the date of the flower delivery. After group discussion it was determined that flowers would be delivered to Brewer's home on May 3rd or 10th.

Downtown Placemaking Project (Kahleea Washington)-Action

Washington talked about how her placemaking project was being moved from the Lansing Gateway Corridor to the Saginaw St Corridor. The location of the public art is at the corner of Grand Ave and Saginaw St. There was some discussion about what type of art should be at this location. Washington has plans for the city name LANSING to be spelled out, but a final decision will be made at the next CIA meeting.

MOTION: to approve proposed project on Saginaw St. from Washington by Brewer.

YEAS: Unanimous

ARPA Funding Discussion

Washington talked about her placemaking project for public art as a part of ARPA funding.

Other Business N/A

Public Comment N/A

Adjournment Meeting adjourned at 4:15, Motion by Sanborn and seconded by Shaski.

X

Tiffany Dowling
Chair, Saginaw St. Corridor Improvement Authority

Lansing, Michigan

Saginaw Street Corridor Improvement Authority

Request for Proposal (RFP) — Marketing and Communications Work

Submission Deadline: 5 p.m., [TBD], 2024

The Saginaw Street Corridor Improvement Authority (SSCIA) is seeking proposals from qualified marketing firms or experts to confirm, improve and execute our comprehensive marketing plan for the year 2024. The primary objective of this plan is to enhance awareness and visibility of the SSCIA among businesses and residents in the Saginaw Street Corridor community. The chosen firm or expert will be responsible for implementing strategies and tactics outlined in this document, with a focus on branding, messaging development, media outreach and community engagement.

Project Description:

The overarching goals of this project encompass positioning the Saginaw Street Corridor as a vibrant community and sought-after destination for businesses, aiming to create a positive and attractive image. Simultaneously, the initiative seeks to foster education among local businesses and residents about the diverse range of SSCIA or City of Lansing programs, projects, available grants and funding opportunities. Through this educational effort, the project aims to contribute to economic growth and enhance community engagement. Additionally, the project aims to attract new businesses to the Saginaw Street Corridor by actively promoting revitalization efforts and showcasing the various opportunities facilitated by the SSCIA. To effectively achieve these objectives, the project emphasizes the implementation phase, calling for the hiring of a marketing firm and/or other experts. This strategic move is intended to ensure the seamless execution of the identified strategies and tactics outlined in the marketing plan, thereby maximizing the impact of the initiative.

Background:

The Saginaw Street Corridor stands as a vital hub within the community, and its potential for growth and revitalization is substantial. However, the need for a comprehensive marketing plan has emerged from a recognition that the corridor's true essence and the opportunities it offers are not fully realized by businesses, residents and potential stakeholders. The lack of awareness and understanding about SSCIA programs, projects, grants and funding opportunities hinders the corridor's ability to thrive economically and engage the community effectively. The envisioned marketing efforts are essential to bridge this gap, aiming to position the Saginaw Street Corridor as a vibrant and attractive community for businesses, residents and investors alike. By fostering education, attracting new businesses and implementing targeted strategies, the project seeks to unleash the corridor's full potential, contributing to its revitalization and establishing it as a dynamic and desirable destination within the Greater Lansing community.

Project Objectives:

The City of Lansing awarded the Saginaw Street Corridor Improvement Authority Board with American Rescue Plan Act of 2021 funds, in part aimed at supporting the board's efforts to:

1. Increase positive perceptions of the SSCIA as the go-to community partner and resource.
2. Increase awareness of and participation in SSCIA activities and events.
3. Raise awareness of the SSCIA and Saginaw Street Corridor brand and mission among target audiences.
4. Engage experts to confirm, improve and execute a sustainable marketing plan with identified individuals to execute.
5. Collaborate with the SSCIA to finalize the timeline and content for the awareness campaign, ensuring alignment with the campaign conclusion date of [DATE], 2024.

Eligibility:

The RFP is open to all professional marketing firms and/or marketing- and communication-led teams based in Michigan, with priority to firms located in the City of Lansing and tri-county region. Interested firms or teams will have demonstrated the capacity to execute innovative marketing and communications efforts for other organizations.

Special consideration shall also be given to marketing firms and individuals closest to the Saginaw Street Corridor.

Project Budget:

The budget is up to a total of \$40,000 USD.

Proposal Submission Timeline (subject to change):

Interested parties are invited to submit their detailed proposals by [insert deadline]. Proposals should include an outline of your approach to achieving the project objectives, clear breakdown of costs, a timeline for implementation and examples of previous relevant work. All proposals must be sent to [insert contact details].

The SSCIA looks forward to reviewing the proposals and selecting a partner to assist in achieving its marketing objectives for 2024.

Materials for Submission:

One PDF must include:

- Name/ mailing address/ phone number/ email address/ brief bio.
- A resume and/or CV that includes relevant creative or professional work.
- A list of three professional references.
- A statement of interest, 500 words or less, that discusses your unique qualifications, reason for interest in this project and statement regarding concept of the proposal.
- A proposal of how you will complete the work, including a timeline of each stage.
- Project budget, including itemized breakdown of costs, e.g., fee, printing and installation.
- Estimated time necessary for completion.

Deadline: All application materials must be submitted electronically 5 p.m. [insert deadline].

The Saginaw Street CIA reserves the right to reject any or all applications, to reissue the call for entries, or to terminate the selection process or project at any time without prior notice.

Saginaw Street Corridor Improvement Authority

2024 Marketing Plan

Overview

The following document outlines the recommended 2024 marketing plan for the Saginaw Street Corridor Improvement Authority (SSCIA). The core objective of this plan is to assist in elevating awareness and visibility of the SSCIA with businesses and residents.

By establishing a strategic marketing plan that uses different tactics, placement types and messaging variations to communicate with target audiences, the SSCIA can attract new businesses and position itself as a valuable resource for businesses and residents in the Saginaw Street Corridor community. Tactics outlined in this plan include branding and messaging development; a mix of owned, earned and paid media; and more to reach key target audiences with messages that increase awareness, positive perceptions and engagement with the SSCIA.

Effective marketing depends on presenting a clear and consistent identity and messages to audiences over time. We recommend monitoring the plan regularly using a set of key performance indicators (KPIs) and measures that will show if the SSCIA story is reaching and resonating with your target audiences.

Goals

- To position the Saginaw Street Corridor as a vibrant community and destination for businesses.
- To educate local businesses and residents on the SSCIA and its programs, projects, available grants and funding and activities (façade improvements, landscape and beautification initiatives, cultural projects, etc.) to foster economic growth and community engagement.
- To attract new businesses to the Saginaw Street Corridor by promoting the revitalization efforts and opportunities available through the SSCIA.
- Hire a marketing firm and/or other experts to execute strategies and tactics identified in this plan.

Objectives

- Increase positive perceptions of the SSCIA as the go-to community partner and resource for businesses and residents.
- Increase awareness of and participation in SSCIA activities and events.
- Raise awareness of the SSCIA and Saginaw Street Corridor brand and mission among target audiences.
- Create a sustainable marketing plan with identified individuals to execute.

Target Audiences

- Existing corridor businesses and organizations.
- Existing residents and property owners.
- Media, Greater Lansing community.
- Stakeholders and community partners:
 - City of Lansing, Ingham County, Lansing Economic Development Corp., Lansing Economic Area Partnership, Michigan Economic Development Corp., Lansing Regional Chamber of Commerce, community/neighborhood associations, local nonprofit organizations.

KPIs and Measures

- Increase awareness of the SSCIA and Saginaw Street Corridor rebrand among target audiences. Use the following to monitor growth:
 - Google analytics.
 - Social reach, engagement.
 - Media coverage, reach.
- Participation and engagement in business and residential programs — amount of funds distributed by the SSCIA for the fiscal year.
- Web traffic — set the benchmark in 2024 and increase for 2025 and each subsequent year.
- Social engagement — set the benchmark in 2024 and increase for 2025 and each subsequent year.
- Number of media mentions/articles — set the benchmark in 2024 and increase for 2025 and each subsequent year.
- Number of events participated in — set the benchmark in 2024 and adjust as needed for 2025 and each subsequent year.

Strategies and Tactics

Overarching Strategy

Use a mix of owned, earned and paid media channels to reach key target audiences with messages that increase awareness, positive perceptions and engagement with the SSCIA.

Strategy 1: Brand Development & Website

Hire a firm to create a new brand for the Saginaw Street Corridor that resonates with the community and build/update digital channels (website, social media) to increase awareness of the new brand in the Greater Lansing community.

Tactics:

- Engage external firm to research and develop a new name and visual brand along with the following elements: logo, messaging/positioning, visual assets, color palette and brand standards.
 - Engage external firm to develop new brand collateral
- Engage external firm to create a new SSCIA website/landing page that provides an improved user experience for business and residential audiences seeking information and resources.
- Engage external firm to develop a new website/landing page to support SSCIA.
 - Ensure Google Analytics is set up for tracking.
- Engage marketing committee (Kenwon) or intern (Kahleea) to create social channels for the new brand on Facebook, Instagram and LinkedIn to amplify awareness and engagement with target audiences following the completion of the new brand.

Strategy 2: Content Development

Develop content and utilize owned digital media to increase awareness of the SSCIA, resources/programs and activities.

Tactics:

- Engage marketing committee (Kenwon) and intern (Kahleea) to create a library of storytelling content and a monthly editorial and marketing calendar highlighting Saginaw Street Corridor businesses, programs, resources and community events.
 - Utilize social channels to elevate the SSCIA's current business customers.
- Engage marketing committee (Kenwon) and intern (Kahleea) to encourage community members (businesses and residents) to share experiences and photos living and working in the Saginaw Street Corridor community on social media using a unique hashtag for the new brand.

Strategy 3: Earned Media

Use earned media to increase awareness of the SSCIA/Saginaw Street Corridor and the new brand via local media as well as other relevant outlets in Michigan and beyond.

Tactics:

- Engage intern (Kahleea) to develop a press release announcing the new brand.
- Engage marketing committee (Megan) or intern to create media lists for mid-Michigan and statewide business reporters and media outlets.
- Engage (Kahleea) to create monthly media pitches on new businesses, activities and programs, and events in the Saginaw Street Corridor community.
- Engage marketing committee (Megan) and intern (Kahleea) to identify guest columns, podcasts and speaking engagements for SSCIA stakeholders to highlight the new name/brand and economic opportunities in the Saginaw Street Corridor community.

Strategy 4: Paid Media

Use print and digital advertising to increase awareness of the SSCIA/Saginaw Street Corridor and promote continued engagement with businesses, residents and the larger community.

Tactics:

- Engage marketing committee or intern to support in creating a strategic media plan to support the SSCIA efforts.
- Engage marketing committee or intern to activate the strategic media plan.

Strategy 5: Community Engagement

Identify and leverage opportunities to partner with businesses and economic development stakeholders/organizations in the community to expand reach and engagement.

Tactics:

- Engage marketing committee (Laura) or intern (Kahleea) to develop a list of organizations/entities to work with and identify cross-promotional opportunities.
- Engage marketing committee, intern and external firm to establish monthly community gathering events for residents and business owners/employees as well as the larger Lansing community to network and celebrate the Saginaw Street Corridor community.
 - SSCIA will set goals at the start of each event to establish KPIs for monitoring success.
 - Engage with an external firm to support in with the initial event.
 - This may include event visuals/messaging, collateral, and offer logistic support.
- Engage marketing committee (Laura) and intern (Kahleea) to create a business engagement program.

“LANSING” Signage Work Plan and Budget

Introduction:

This art placemaking project will be featured on one of the City of Lansing’s commercial corridors, acting as public art and potentially a new landmark for Downtown Lansing. The project will consist of large letter signage, with about 5ft high letters and a cement base, spelling out “LANSING” and decorated with local themed art. The art aspect of this project will be provided by local artists through a local “call for artist” campaign in collaboration with the Greater Lansing Art Council.

Below are example projects:

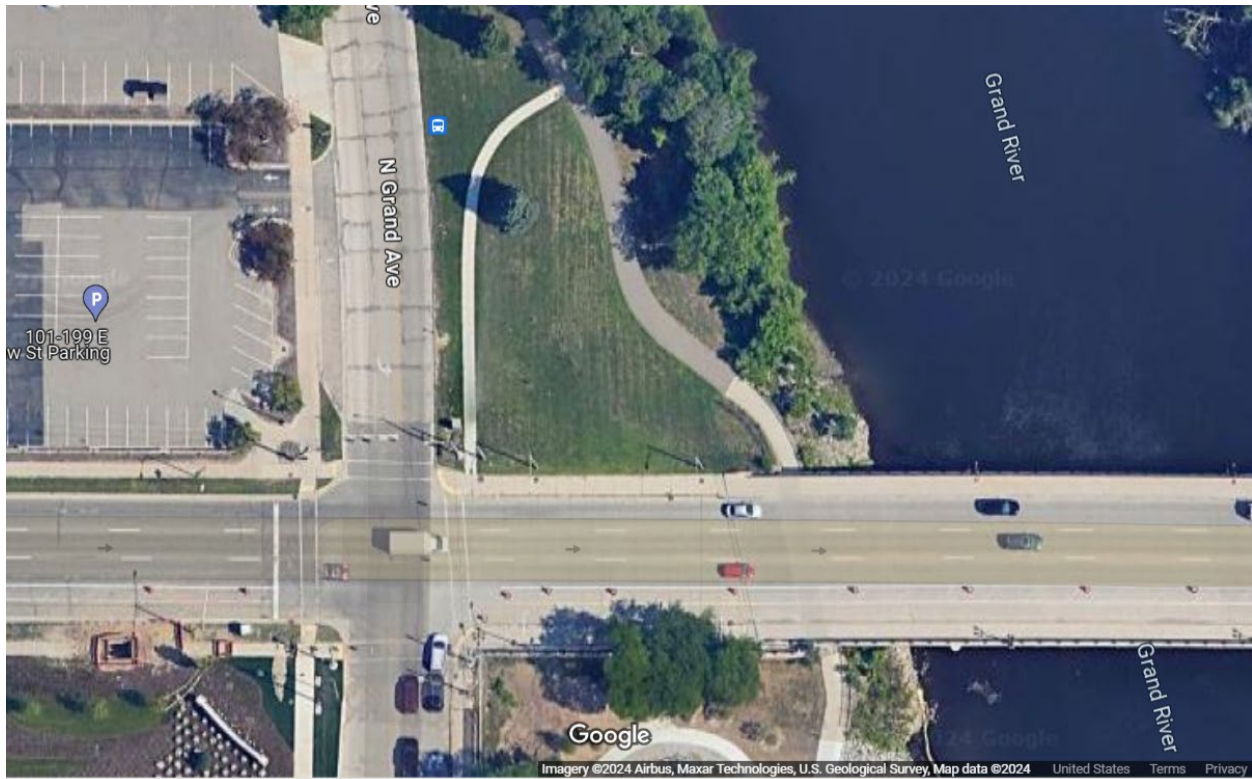


Location:

I am proposing that this project be hosted on a city owned parcel of land on the corner of Grand Avenue and Saginaw Street in Downtown Lansing, Mi. Parcel #33010109453082. This parcel is governed by the City of Lansing’s Parks Department and Board, who voted unanimously to approve the project being hosted at the proposed site at their March Board meeting.

The proposed site is located in Downtown Lansing along the Grand River and Lansing River Trail. The Lansing River Trail provides “under street” access to the project, meaning pedestrians do not have to

use the crosswalk on Saginaw St. but rather go under Saginaw St to safely access the project. The project will be located across from the new “Play Michigan Playground” and Lansing Community College which are high traffic areas for a variety of age groups.



Timeline and Budget:

The grant funding for this placemaking project requires that the project be completed by July of 2024.

The current budget for this project is up to \$45,000, the Community Economic Development Association of Michigan (CEDAM) has already provided \$10,000 of grant funding for this project. I propose that the remaining \$15,000-30,000 be covered by American Rescue Plan Act funding provided by the Saginaw St. Corridor Improvement Authority. The budget and funding contribution breakdown is shown below.

Placemaking Art Project	Estimated Price
Artist Compensation and Materials	\$ 5,000 – 10,000
Signage itself	\$ 15,000-20,000
lighting	\$ 1,000.00
Total	\$ Up to 31,000.00

Funding Breakdown

Contributor	Estimated Contribution
CEDAM	\$10,000

City of Lansing Neighborhood Grants	<i>Up \$5,000</i>
SSCIA	Up to \$15,000-30,000

**Foresight Supersign**

1200 MARQUETTE
Lansing, MI 48906
Ph: (517) 487-5071
FAX: (517) 487-6211
Email: signs@foresightgroup.net
Web: http://www.foresightsupersign.com

Estimate #: 19371

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Created Date:	2/6/24 9:54:00AM	Prepared For:	Lansing Economic Development Corp.
Salesperson:	Matt Hanes	Contact:	Kathleea Washington
Email:	matth@foresightgroup.net	Office Phone:	(517) 208-5270
Not Specified:	(517) 485-5700	Email:	kahleea@lsndingrdc.com
Entered by:	Dan Siwik	Address:	401 S. Washington Square, Suite 101 Lansing, MI 48933

Description: Free Standing Dimensional Letter Sign

		Quantity	Unit Price	Subtotal
1	Product: Misc	1	\$13,910.50	\$13,910.50
	Description: Misc - FREE STANDING DIMENSIONAL LETTER SIGN. LANSING. FOAM STUCCO FINISH WITH INTERNAL FRAME MADE FROM DIMENSIONAL LUMBER. CHOICE OF CUSTOM COLORS. SIGN WILL INSTALL WITH TWO INTERNAL SCHEDULE 80 ALUMINUM POSTS, CONCRETED INTO THE GROUND. ****THIS IS AN ESTIMATE ONLY. FINAL DESIGN MAY ALTER FINAL PRICING****			
	• 1 Ea., Foam Craft Monument Sign			
		Quantity	Unit Price	Subtotal
2	Product: Permit Acquisition Fee	1	\$150.00	\$150.00
	Description: Permit Acquisition Fee - PERMIT CHARGED AT COST TO THE CUSTOMER AT TIME OF INSTALL. TYPICALLY WILL NOT EXCEED \$150 FOR THIS TYPE OF PROJECT.			
	• 1 Ea.,			
		Quantity	Unit Price	Subtotal
3	Product: Installation of Non-Electric Signs	1	\$840.00	\$840.00
	Description: Installations - Non-Electric Signs			
	****THIS SIGN WILL WEIGH APPROXIMATELY 300 LBS. CRANE REQUIRED FOR INSTALLATION****			
	• 3 hr of Install Time.			
	• Using a Crew of 2 Personnel.			

Notes

****SIGN IS SUBJECT TO CITY OF LANSING SIGN PERMIT APPROVAL. THE LOCATION OF THE SIGN MAY BE DEPENDANT ON ZONING REQUIREMENTS****

Estimate Total:	\$14,900.50
Subtotal:	\$14,900.50
Taxes:	\$834.63
Total:	\$15,735.13

Payment Terms: Net 15; Balance due in 15 days.**Client Reply Request**☐ Estimate Accepted "As Is". Please proceed with Order.☐ Other: _____☐ Changes required, please contact me.

SIGN: _____ Date: ____/____/____

Print Date: 2/6/24 11:26:00AM

REMIT PAYMENTS TO: 2822 N. MARTIN LUTHER KING JR BLVD, LANSING MI 48906

**SAGINAW ST. CORRIDOR IMPROVEMENT AUTHORITY
OF THE CITY OF LANSING
Certificate of Resolution by Board of Directors**

At a scheduled meeting of the Board of Directors of the Saginaw Street Corridor Improvement Authority of the City of Lansing held on Thursday, April 4th, 2024 at 3:00 p.m., pursuant to notice duly given:

PRESENT: Members:

ABSENT: Members:

The following preamble and resolution was offered by;

Member:

Member:

WHEREAS, the City of Lansing has received an allocation of Coronavirus State and Local Fiscal Recovery Funds under the American Rescue Plan Act (ARPA), to support local response efforts and recovery from the COVID-19 public health emergency; and

WHEREAS, the Lansing City Council designated the use of its ARPA allocation including an award of ARPA Funds to the Lansing Economic Development Corporation ("LEDC") and the LEDC has entered into a Sub-Recipient Agreement ("Agreement") with the City of Lansing Finance Department for the purpose of implementing programming including the LEED Initiative, façade improvement grants, Corridor Improvement Authority support, and LEDC conversion and start-up; and

WHEREAS, per the Agreement \$100,000 of ARPA Funds are to be allocated to the Saginaw Street Corridor Improvement Authority in the City of Lansing for the purpose of funding efforts allowable under ARPA that support the objectives and functions of the Saginaw Street Corridor Improvement Authority; and

WHEREAS, the Saginaw Street Improvement Authority and the LEDC have entered into an MOU to guide the process for identifying, approving, contracting, and financing Eligible Projects from the Potential ARPA Financing; and

WHEREAS, the Saginaw St. Corridor Improvement Authority Board desires to strategize, plan, and implement public art to improve the aesthetic of the corridor, encourage community engagement and activation, and stimulate economic growth along the corridor; and

WHEREAS, the Saginaw St. Corridor Improvement Authority Board previously discussed and expressed interest in investing ARPA funding for beautification efforts; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SAGINAW ST. CORRIDOR IMPROVEMENT AUTHORITY OF THE CITY OF LANSING AS FOLLOWS:

1. The Saginaw St. Corridor Improvement Authority approves using up to \$30,000 of its ARPA funding towards installing an art placemaking project on the intersection of N, Grand Ave. and E. Saginaw St.
2. The Board directs the Chair to work with Lansing EDC on the management and facilitation of the the project and for the Chair to approve release of SSCIA ARPA funds.
3. Additionally, the Saginaw St. Corridor Improvement Authority agrees that if any section, clause or phrase of this Resolution is declared as invalid by a court of law, that ruling shall not affect the intent and purpose of this Resolution and validity of the remaining provisions of the Resolution.
4. Finally, the Saginaw St. Corridor Improvement Authority declares that all resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are repealed.

The foregoing preamble and resolutions are hereby approved by the Board of Directors for the Saginaw St. Corridor Improvement Authority of the City of Lansing.

YEAS:

NAYS:

ABSTENTIONS:

ABSENT:

PREAMBLE AND RESOLUTIONS DECLARED ADOPTED.

STATE OF MICHIGAN)
) ss.
COUNTY OF INGHAM)

I hereby certify that the foregoing is a true and a complete copy of a preamble and resolutions adopted at a regularly scheduled meeting of the Saginaw St. Corridor Improvement Authority held on the 4th day of April 2024, and said preamble and resolutions are on file in the office of the Economic Development Corporation of the City of Lansing and are available to the public. Public notice of the meeting was given pursuant to and in compliance with Act No. 267, Public Acts of Michigan 1976, including in the case of a special or re-scheduled meeting, notice by publication or posting of at least eighteen (18) hours prior to the time set for the meeting. In addition, the meeting was held in full compliance with the Board's By-Laws.

IN WITNESS WHEREOF, I have hereunto affixed my official signature.

Tiffany Dowling, Chair
Saginaw St. Corridor Improvement Authority