



S. Martin Luther King Jr. Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, March 20th, 2025 – 1:00 PM
UA Local 333 Plumbers and Pipefitters
5405 S Martin Luther King Jr Blvd
Lansing, MI 48911

AGENDA

1. Call to Order/ Roll Call
2. Approval of S.MLK Jr. CIA February Meeting Minutes (2.20.25)- **Action**
3. Approval of FY25/26 Budget- **Action**
4. Adoption of the Marketing RFP- **Action**
5. Updates on Corridor Projects- P. Anderson
6. Updates on TCP Projects- K. Washington
7. Updates on La Mulata
8. Other Business
9. Public Comment
10. Adjournment



Andy Schor, Mayor

**South Martin Luther King Jr. Blvd. Corridor Improvement Authority
Board of Directors Monthly Meeting**

February 20, 2025

UA Local 333 Plumbers and Pipefitters
5405 S Martin Luther King Jr Blvd
Lansing, MI 48911

Members Present: Kristina Schmidgall, Don "Moose" Sober, Dustin Howard

Members Absent: Amanda Defrees

Facilitator Present: Kahleea Washington (Lansing EDC)

Guests Present: Paul Anderson (SWAG)

Public: Erin Buitendorp,

Recorded by: Kahleea Washington (Lansing EDC)

Call to Order/ Roll Call

Vice Chair Howard called the meeting to order at 1:07

Approval of Meeting Minutes - Action

MOTION: Schmidgall motioned to approve the minutes, and Sober seconded.

YEAS: Unanimous

Adoption of the 2025 Spending Plan

MOTION: Schmidgall motioned, and Sober seconded.

YEAS: Unanimous

Approval of Art Competition Funds

MOTION: Schmidgall motioned, and Sober seconded.

YEAS: Unanimous

Corridor Updates- Paul Anderson

Paul Anderson provided a brief update on his efforts along the corridor.

Discussion on marketing and sub-committees

The S. MLK CIA is interested in issuing a marketing RFP to solicit marketing services. The board proposed creating a marketing committee to draft and manage the RFP.

Marketing Committee: Paul Anderson, Kahleea Washington, Kimberly Lavon.

Other Business

The board member discusses addressing empty buildings, Thriving Communities projects, MDOT efforts, inviting the owner of La Muleta to the next meeting, and offering Thrive Program Grant.

Public Comment

NA

Adjournment

2:11 PM

X
Amanda Defrees
Chairperson, South Marting Luther King Jr. Blvd. Corridor Improvement Authority

South MLK Corridor Improvement Authority

Fiscal Year July 1, 2024 - June 30, 2025

	FY 2024 Actuals	FY 2025 Adopted Budget	FY 2025 Projected Budget	FY 2026 Proposed Budget	Percent Change
Beginning Fund Balance	-	121,767	121,767	256,215	-1
Tax Increment Revenue	121,767	161,228	144,448	152,676	0
Interest	-	-	-	-	
Total Revenues	121,767	161,228	144,448	152,676	0
<u>Expenditures</u>					
Aesthetic and Design	-	-	-	49,915	
Economic Reconstruction	-	-	-	39,932	
Marketing and Promotional	-	-	10,000	66,554	
Organizational	-	-	-	39,932	
Total Expenditures	-	-	10,000	196,334	-19
Beginning Fund Balance	-	121,767	121,767	256,215	
To/(From) Fund Balance	121,767	161,228	134,448	-43,658	
Ending Fund Balance	121,767	282,995	256,215	212,557	

Lansing, Michigan

South Martin Luther King Jr. Blvd. Corridor Improvement Authority Request for Proposal (RFP) - Marketing and Communications Work Submission Deadline: 5 p.m., May 2, 2025

The South Martin Luther King Jr. Blvd. Corridor Improvement Authority (S. MLK CIA) is seeking proposals from qualified marketing firms or experts to create and execute our comprehensive marketing plan for the year 2025/2026. The primary objective of this plan is to enhance awareness and visibility of the S. MLK CIA among businesses and residents in the S. MLK 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 is to establish a brand and promote the S. MLK Corridor as a community focus corridor 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 S. MLK CIA 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 corridor by actively promoting revitalization efforts and showcasing the various opportunities facilitated by the S. MLK CIA. 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 generated by the selected firm, thereby maximizing the impact of the initiative.

Background:

The S. MLK 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 S. MLK CIA 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 S. MLK 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:

1. Increase positive perceptions of the S. MLK CIA as the go-to community partner and resource.
2. Increase awareness of and participation in S. MLK CIA activities and events.
3. Raise awareness of the S. MLK CIA and S. MLK Blvd. 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 S. MLK CIA to finalize the timeline and content for the awareness campaign, ensuring alignment with the campaign conclusion date of June 1st, 2026.

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 S. MLK Street Corridor.

Project Budget: The budget is up to a total of \$25,000 USD.

Proposal Submission Timeline (subject to change): Interested parties are invited to submit their detailed proposals by May 2nd, 2025. 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 Kahleea Washington.

Submissions should be emailed to Kahleea Washington at kahleea@lansingedc.com

The S. MLK CIA looks forward to reviewing the proposals and selecting a partner to assist in achieving its marketing objectives for 2025.

Key Items:

- Marketing Plan
- Website Design (user-friendly)
- Brand Kit (building on the MLK brand)
- Signage Design
- Corridor Tagline
- Newsletter Template

Materials for Submission:

One PDF must include:

- Name/mailling 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.

Deadline: All application materials must be submitted via email by 5 p.m. on May 2, 2025

The S. MLK 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.