

# 2024

## ANNUAL REPORT



Lansing Economic  
Development Corporation







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**Andy Schor**  
Mayor of the City of Lansing



# A message from our **PRESIDENT & CEO** **Karl Dorshimer**

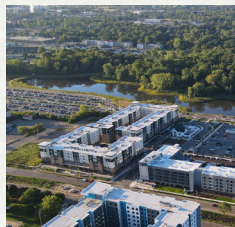
2024 was a transformational year for both Lansing and the Lansing EDC. Our achievements, highlighted in this report, align well with our mission of improving the Lansing community by fostering strategic, sustainable, and equitable economic growth. We are continually working to build a strong Lansing economy where people are proud to live and have the opportunity to prosper.

The Lansing EDC is a nonprofit economic development organization created in 1976 to focus exclusively on the city of Lansing. We are a diverse team of skilled and knowledgeable professionals with a shared passion for serving Lansing. We strive to make Lansing a great place by:

- **Attracting, retaining, and growing businesses in Lansing.**
- **Assisting with the redeveloping of obsolete, vacant, blighted, and brownfield properties.**
- **Increasing economic development and business growth to benefit Lansing's BIPOC populations.**
- **Revitalizing aging and deteriorating commercial and retail corridors.**
- **Supporting downtown redevelopment.**

We are much more than just the Lansing EDC; we are also the Lansing Brownfield Redevelopment Authority (Lansing BRA) and the Lansing Tax Increment Finance Authority (Lansing TIFA). The Lansing EDC also manages the City of Lansing's four corridor improvement authorities' administrative and development efforts: S. MLK Blvd., West Saginaw St., E. Michigan Ave., and N. Grand River Ave.

I invite you to read this Annual Report and learn more about how we impacted Lansing in 2024. I believe you will be impressed with all we do. We foster long-term change, and our programs and projects occur over multiple years. The cumulative effect on the local economy and the Lansing community builds over time. The Lansing EDC is moving Lansing upward and will continue to do so long into the future.



*"I was honored to be invited to the International Economic Development Council (IEDC) – Annual Conference in Denver last fall to give a presentation on the Lansing - Red Cedar Redevelopment Project. The Red Cedar Project also won two IEDC Excellence Awards: one for Real Estate Development & Reuse, and the other for Public-Private Partnership. A special thanks to all the people that worked on this project over the years!"*



# 2024 IMPACT SUMMARY



**\$462,850,973  
IN PRIVATE  
DEVELOPMENT  
INVESTMENTS**

**\$4,327,805,725  
IN INVESTMENTS  
SINCE 2018**



**573 NEW  
HOUSING  
UNITS**

**1,184 NEW  
HOUSING  
UNITS  
COMPLETED  
SINCE 2018**



**139 JOBS  
CREATED**

**3,346  
JOBS  
CREATED  
SINCE  
2018**



**\$20,355,000  
SITE &  
INFRASTRUCTURE  
GRANTS SECURED**



**\$154,550  
ENVIRONMENTAL  
ASSESSMENTS**

**\$966,209  
ENVIRONMENTAL  
ASSESSMENTS  
FUNDED SINCE  
2018**



**12 FACADES  
COMPLETED**

**75 FACADES  
COMPLETED  
SINCE 2018**



**20 SMALL  
BUSINESSES  
SUPPORTED**



**NEARLY  
\$50,000  
IN SMALL  
BUSINESS  
FINANCIAL  
SUPPORT**



**80 SMALL  
BUSINESS  
TECHNICAL  
ASSISTANCE  
HOURS  
DELIVERED**





# Meet the **TEAM**

## **“Linking Business and Community”**

No one knows the City of Lansing better. Look behind the scenes of many key local economic programs and projects of the last few years, and you will find the Lansing Economic Development Corporation tirelessly cultivating partnerships, seeking opportunities, building strategies, and finding solutions to positively impact the city’s growth, landscape, and people.



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# 2024 Board of **DIRECTORS**



**Shelley Davis Boyd**  
Chair  
Chief Operations Officer  
M3 Group



**Calvin Jones**  
Vice-Chair  
Director Government & Community Relations  
Lansing Board of Water & Light



**Alane Laws-Barker**  
MD, MBA, OB/GYN  
Secretary  
Sparrow Hospital  
Melanated Business Alliance



**Catherine Rathbun**  
Treasurer  
Project Manager  
MDHHS-Division of Immunization  
Michigan Care Improvement Registry



**Chaz Carrillo**  
Member  
Insurance Agent  
David Chapman Agency



**Rawley Van Fossen**  
Member  
Director, Economic  
Development & Planning  
City of Lansing



**Sandra Lupien**  
Member  
Director of Mass Timber  
Michigan State University



**Jonathan Smith**  
Member  
Senior Chief Deputy Director  
Michigan Department of Labor and  
Economic Opportunity



**Jordan Sutton**  
MBA, J.D., LL.M.  
Member  
Director of Operations & Client Services  
Sutton Advisors, PLC



# DEVELOPMENT PROJECTS

## STRATEGIZE • PLAN • IMPLEMENT

The Lansing EDC transforms ideas into thriving development projects. From concept to completion, our team connects businesses and developers with financial tools, navigates approvals, and provides ongoing support. We collaborate with local and state partners to overcome economic hurdles, ensuring each project benefits both private and public stakeholders. From start to completion, we ensure every project delivers lasting benefits for both the community and stakeholders.

In 2024, the Lansing EDC advanced four projects from prospect to approval, bringing nearly half a billion dollars in investment, hundreds of new housing units, and job opportunities to the city. These projects are now under construction or ready to break ground. Explore some of the largest public and private investments coming to Lansing below, along with a map of approved, ongoing, and completed projects on the following page.

### LANSING BUSINESS PARK SITE READINESS GRANT

The redevelopment of the former Fisher Body/Plant 6 site in Lansing is a critical opportunity for economic growth, environmental improvement, and community revitalization. The Michigan Strategic Fund recognized the need and potential to transform this decades-old blighted area into a thriving Lansing Business Park and awarded \$18,975,000 to the Lansing EDC through the Strategic Site Readiness Program (SSRP). The SSRP award and a \$350,000 commitment by the Lansing Brownfield Redevelopment Authority will support the site's preparation for future development, including environmental assessments and remediation, planning and engineering, site demolition, and infrastructure costs. Investment in the business park will drive job creation, attract industry, and revitalize the local economy, making the site a cornerstone for the long-term prosperity of our community.







## NEOGEN

In 2024, the Lansing EDC, the City of Lansing, and the Michigan Economic Development Corporation partnered to help Lansing-based NEOGEN Corporation continue expanding in Lansing. As a result, NEOGEN has increased its investment in the current expansion (Phase I) from \$71.5 million to \$169.8 million. The Company also plans to invest an additional \$38.2 million into a future second phase (Phase II) of the expansion development. The combined private investment for both phases has now increased from \$71.5 to \$208 million, and new jobs to be created have increased from 60 to 115. The Lansing NEOGEN expansion project will create a world-class manufacturing operation that emphasizes and showcases high-tech manufacturing and R&D operations. The project retains Neogen's current employment base, creates new jobs, and allows for continued employment growth.

## NEW VISION LANSING

New Vision Lansing is a transformational \$316 million development initiative featuring five key economic development projects that will completely transform the city's urban landscape and bring thousands of residents, workers, and visitors downtown. The centerpiece of the NVL Initiative will be the Tower on Grand, a 28-story mixed-use tower, the city's tallest, with 287 residential units, commercial space, and a parking facility. Complementing the tower will be the Washington Square redevelopment project at the corner of Washington Sq. and Michigan Avenue and the new mixed-use Capitol Tower with great views of the Capitol Building. There will be two more projects to complete the NVL Initiative, the redevelopment of the Ingham Building and the construction of a new seven-story mixed-use project in Old Town. All five projects will get underway throughout 2025, and completion is expected by the end of 2027.





**LANSING BUSINESS PARK** ●  
**SITE READINESS GRANT**  
401 North Verlinden Ave.

**STAGE:** Underway  
**PROJECT TYPE:** Business Development  
**INVESTMENT:** \$18,975,000

A nearly \$19 million award from the State of Michigan for the evaluation, remediation, and preparation of the former Fisher Body/Plant 6 site for future redevelopment.

**NEW VISION LANSING** ●  
Downtown

**STAGE:** Approved  
**PROJECT TYPE:** Multi-Family Residential & Commercial Redevelopment  
**INVESTMENT:** \$316,000,000  
**HOUSING UNITS:** 573  
**JOBS CREATED:** 116  
**JOBS RETAINED:** 178

A multi-project development transforming key areas of the city with mixed-use and residential spaces. Highlights of the 5-project initiative include development of the city's tallest tower, conversion of vacant office space into residences, and renovation of historic structures.

**1102 S. WASHINGTON** ●

**STAGE:** Approved  
**PROJECT TYPE:** Commercial Redevelopment  
**INVESTMENT:** \$527,000

The redevelopment of this former service station in REO Town will preserve its unique architecture and activate the vacant building into a new restaurant concept with a vibrant outdoor space that abuts the Grand River.

**OVATION CENTER FOR MUSIC & ARTS** ●  
Downtown

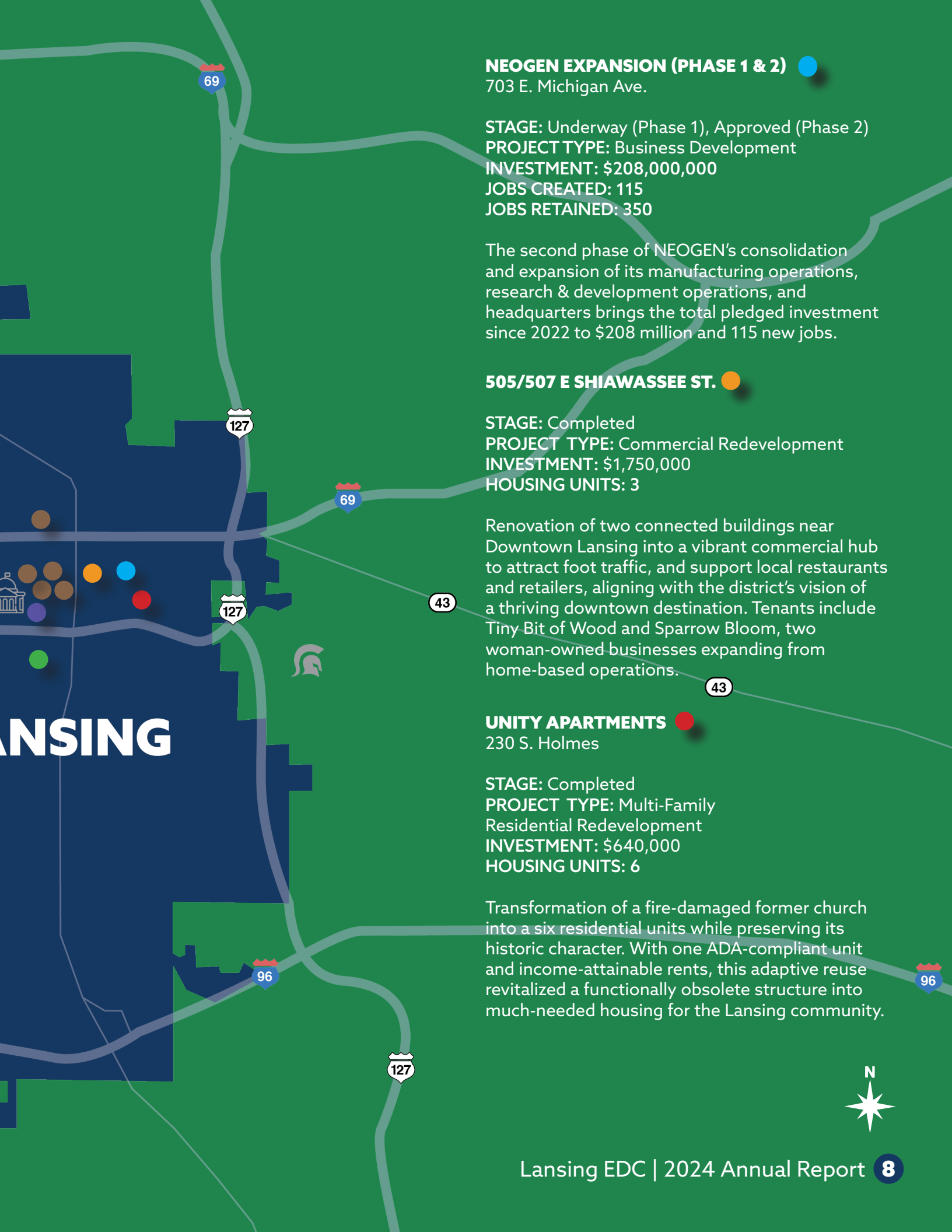
**STAGE:** Approved  
**PROJECT TYPE:** Cultural & Commercial Redevelopment  
**INVESTMENT:** \$30,323,973  
**JOBS CREATED:** 8

The Ovation Music and Arts Center will be a dynamic hub for creativity and entertainment in Downtown Lansing, offering a flexible space for concerts, films, networking events, and more. With a main stage, private event spaces, black box theater, a rooftop lounge, and studios and offices for the Lansing Public Media Center, the venue is projected to attract 190,000 visitors and generate a \$12.5M economic impact annually.



**Lansing Economic  
Development Corporation**





**NEOGEN EXPANSION (PHASE 1 & 2)**

703 E. Michigan Ave.

**STAGE:** Underway (Phase 1), Approved (Phase 2)  
**PROJECT TYPE:** Business Development  
**INVESTMENT:** \$208,000,000  
**JOBS CREATED:** 115  
**JOBS RETAINED:** 350

The second phase of NEOGEN's consolidation and expansion of its manufacturing operations, research & development operations, and headquarters brings the total pledged investment since 2022 to \$208 million and 115 new jobs.

**505/507 E SHIAWASSEE ST.**

**STAGE:** Completed  
**PROJECT TYPE:** Commercial Redevelopment  
**INVESTMENT:** \$1,750,000  
**HOUSING UNITS:** 3

Renovation of two connected buildings near Downtown Lansing into a vibrant commercial hub to attract foot traffic, and support local restaurants and retailers, aligning with the district's vision of a thriving downtown destination. Tenants include Tiny Bit of Wood and Sparrow Bloom, two woman-owned businesses expanding from home-based operations.

**UNITY APARTMENTS**

230 S. Holmes

**STAGE:** Completed  
**PROJECT TYPE:** Multi-Family Residential Redevelopment  
**INVESTMENT:** \$640,000  
**HOUSING UNITS:** 6

Transformation of a fire-damaged former church into a six residential units while preserving its historic character. With one ADA-compliant unit and income-attainable rents, this adaptive reuse revitalized a functionally obsolete structure into much-needed housing for the Lansing community.

LANSING







# LANSING EQUITABLE ECONOMIC DEVELOPMENT INITIATIVE

## LEEDing THE WAY

In 2024, the LEED Initiative continued to deliver impactful support to Lansing's BIPOC entrepreneurs and developers, helping to drive equitable economic development across the city. This year's efforts focused on providing both direct financial assistance and hands-on technical support to ensure businesses and projects have the tools and resources needed to thrive. New partnerships were fostered with PNC Bank to offer a 6 workshop series to business owners looking to strengthen their business finance acumen. Additionally, a partnership was secured with Grow America that will offer an emerging developer training program to start in 2025.

### 2024 IMPACT

**Businesses Supported:** 20+

**Financial Support Provided:** \$50,000

**Technical Assistance Delivered:** 80 Hours

Through these investments, the Lansing EDC is not only helping individual businesses succeed but also building a stronger, more inclusive economy for all of Lansing.







Rihab Musa  
**NUBIAN**



Kimberly Lavon  
**PAD TIE**



Ashleigh Rogers  
**SEDONA WANDERLUST**



Deandra Westfall  
**NATURES 92**



Asia Monet Hudson  
**PAINT WITH MONET**



Laura Valles  
**NERIO SALON**



Darlene E. Brown  
**HCP HOMES**



Adrian Joseph  
**GOODFELLAS  
BAGEL DELI**



Ron Ferguson  
**RON FERG,  
LLC**

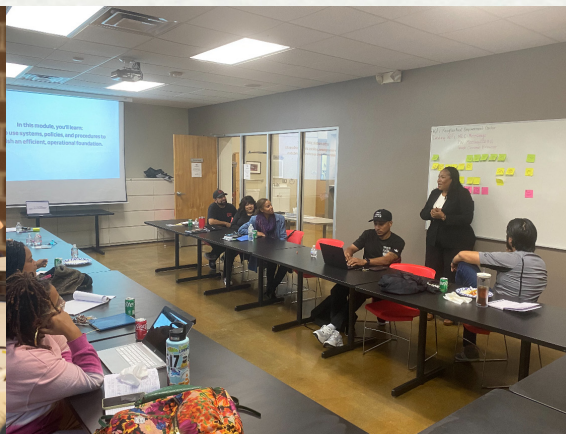


Dean Jong  
**GLOS  
SOCCER**



Armando Nero  
**RIM  
KINGZ**

# Empower Program **COHORT 2**





# CORRIDOR IMPROVEMENT AUTHORITIES

## **INVEST • REVITALIZE • THRIVE**

Lansing has established four Corridor Improvement Authorities (CIAs) dedicated to transforming key corridors across the city. Each CIA has developed a strategic plan to enhance public spaces and private properties, attracting new investment through grants, donations, and tax increment financing. Guided by local residents and businesses, these authorities collaborate with the Lansing EDC to plan and execute targeted improvements, fostering vibrant and thriving commercial areas.

### **WHAT ARE LANSING C.I.A.'s AND THEIR NAMES?**

- Michigan Avenue
- Saginaw Street
- South MLK Jr. Boulevard
- Lansing Gateway (N. Grand River Ave.)

### **THE LANSING GATEWAY CORRIDOR IMPROVEMENT AUTHORITY (LGCIA)**

In 2024, the LGCIA adopted its Development & Financing Plan, outlining community engagement, aesthetics, infrastructure, and business support efforts. With \$100,000 in ARPA funds, the LGCIA installed street sign toppers, completed a landscaping project on the east side of the corridor, and hosted a community event at the Turner-Dodge House. The LGCIA proposes implementing several additional initiatives once tax increment revenue capture begins in 2025.

*Pictured right: South MLK C.I.A. Stakeholder Meeting*





## **THE MICHIGAN AVE. CORRIDOR IMPROVEMENT AUTHORITY (MACIA)**

MACIA continues to support local businesses on the corridor during the extensive street redesign project. It funded the installation of eye-catching signage on the adjacent streets to redirect consumers to businesses on Michigan Avenue. The MACIA is also progressing on its Block 2000 Façade Improvement effort by securing additional funding and hopes to complete the project in 2025.

## **THE SOUTH MARTIN LUTHER KING CORRIDOR IMPROVEMENT AUTHORITY (S. MLKCIA)**

The SMLKCIA is advancing various initiatives to enhance safety, aesthetics, and economic vibrancy along the corridor. These include the installation of pedestrian islands and improved bus shelters, plans to launch a business improvement grant, and continued engagement with stakeholders to redevelop several underutilized properties. In 2024, SMLKCIA also led an effort to brand the district as the "Dream Corridor".

## **THE SAGINAW ST. CORRIDOR IMPROVEMENT AUTHORITY (SSCIA)**

The SSCIA launched a marketing and communications outreach program, formed a subcommittee to develop a marketing plan, and issued an RFP for services. It also completed a beautification project at the corridor's west entrance and funded the "LANSING" sign project, featuring six-foot letters decorated by local artists.







# FACADE IMPROVEMENT PROGRAM

## LOCAL CURB APPEAL

Lansing EDC administers the City of Lansing Facade Improvement Grant Program. This program provides design assistance as well as reimbursement for the redevelopment and improvement of exterior commercial facades. The purpose of this program is to assist with aesthetic beauty and safety improvements as well as enhance the street appearance of Lansing businesses. Because of this program, Lansing properties have become more attractive to customers and the community, increasing the overall value of local businesses.

### FAÇADE PROJECTS APPROVED IN 2024

In 2024, **12 businesses** were awarded grants from the Facade Improvement Program, totaling **\$170,000**, spurring an additional **\$250,000** in private investment. Businesses supported through the Façade Improvement Program can be found all over Lansing and have been appreciated by the community and business owners, who see this as a way for the city of Lansing to reinvest in the Lansing economy.

### FAÇADE PROJECTS COMPLETED IN 2024

The local businesses listed on the next page won funding but did not complete their projects until recently so we are taking the opportunity to highlight them now.







## 2024 FAÇADE PROJECT AWARDEES:

- A Novel Concept | 222 S. Washington Sq.
- Chardi Kala | 926 W. Saginaw St.
- Chief Cart Inc. | 2829 S. MLK Blvd.
- Innate Chiropractic Center | 7045 S. Cedar St.
- Media Advantage | 934 N. Washington Ave
- Reo Town Clubhouse | 1314 S. Washington Ave.
- Sparrow Bloom | 223 S. Washington
- Sweet Custom Jewelry | 1521 E. Michigan Ave.
- Sylvia's Sudsery | 720 E. Michigan Ave.
- Thai Village | 400 S. Washington Sq.
- The Robin Theater | 1105 S. Washington Ave.
- Tiny Bit of Wood | 507 E. Shiawassee



## FAÇADE PROJECTS COMPLETED IN 2024

- Vet's Hardware | 2416 N. East St.
- Saddleback BBQ | 3135 S. Pennsylvania Ave.
- Lansing Bike Co-op | 1715 E. Kalamazoo St.
- PLRR Properties, LLC | 305 S. Washington Sq.
- Barber Love | 2305 E. Michigan Ave.
- Lonzo Development Group | 900 W. Saginaw St. and 1001 W. Saginaw St.
- Little Shamrocks Preschool and Childcare Center | 1521 E. Michigan Ave.
- Young Bros & Daley | 720 E. Michigan Ave
- Sunset Realty LLC | 925 E. Kalamazoo St.
- Biddle City Commercial | 1038 E. Oakland Ave.
- Moneyball Sportswear | 927 W. Saginaw St.
- The Comfort Zone Cigar Bar and Lounge | 600 S. Pennsylvania Ave.
- Golden Harvest Investments LLC | 2306 E. Michigan Ave.
- Popity Popcorn Co | 924 E Cesar E Chavez Ave.
- October Moon | 307 E. Cesar E. Chavez Ave.
- South Side Community Coalition | 2101 W. Holmes Rd.
- Soapy Suds | 5212 S. Waverly Rd.



# SMALL BUSINESS SUPPORT

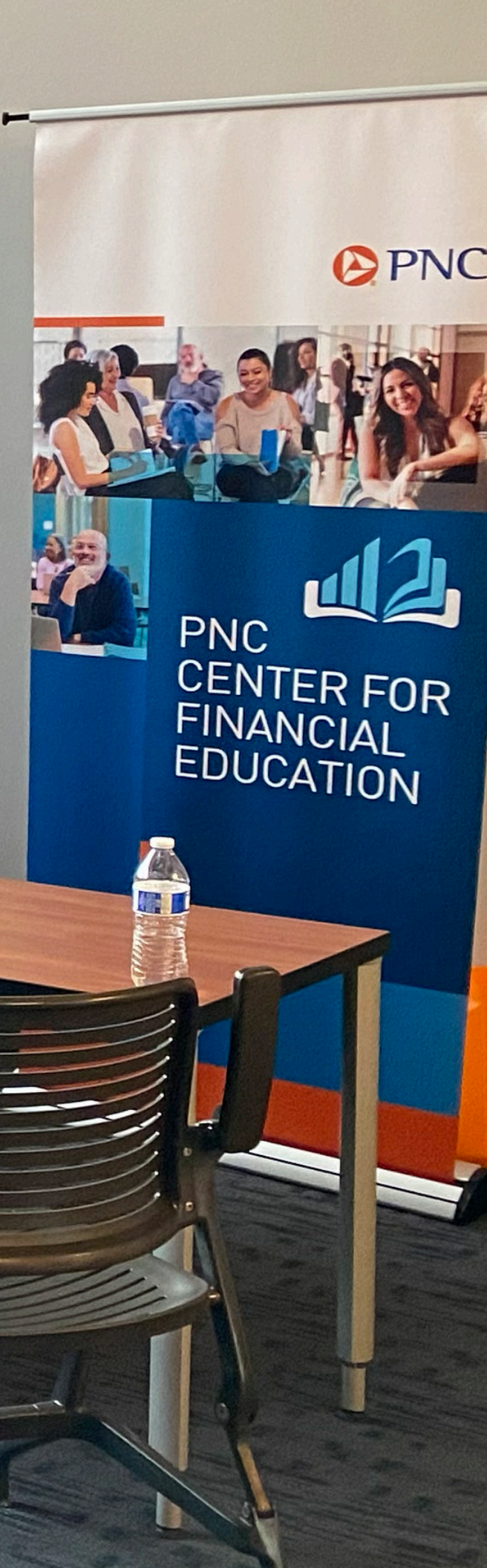
## RESOURCES FOR GROWTH

In 2024 the Lansing EDC offered services to local Lansing businesses. These services included work shops and seminars, liquor licenses and business loans.

The liquor license program is to assist businesses that are trying to obtain a liquor license but have difficulty finding one on the open market. The Lansing EDC assisted two new businesses with obtaining liquor licenses in growing parts of the city. The first was a development liquor license for Jollof Afro Caribbean Lounge in downtown Lansing. The second was a redevelopment liquor license with Lansing DuckPin Bowling, which is in the Red Cedar Redevelopment District.

The Lansing EDC also continued to assist local businesses with our microloan program. The microloan program offers favorable loan terms to businesses that need short-term financial assistance. The Lansing EDC has loaned over \$200,000 in direct assistance to six businesses in the Lansing area. This past year the Lansing EDC provided \$50,000 in loan support.

Additionally, the Lansing EDC partnered with PNC Bank to offer workshops and six seminars for small businesses, with topics ranging from business plans to financials. This program provided a venue for local business owners to come and ask questions about business banking, business lending, business financials, and techniques to lower costs and grow their businesses. The Lansing EDC and PNC were able to help educate and assist over 25 local Lansing business owners through this program.





# LOOKING AHEAD

## WHAT DOES THE FUTURE HOLD?

**A big part of the Lansing EDC's 2024 accomplishments was working to lay the groundwork for a great 2025.**

Our LEED Initiative continued to ensure Lansing's BIPOC populations have the opportunity to run successful businesses and complete development projects. In 2025 the LEED Targeted Redevelopment and Developer Diversification programs will be launched. These two new programs will encourage redevelopment in challenged areas of the City and provide emerging developers with the training and knowledge to complete real estate development projects.

Lansing's commercial corridors, such as S. MLK and E. Michigan Ave, have a long history of serving neighborhoods and providing local retail products and services. However, many of these corridor properties have languished over time and need help. The Lansing EDC's façade improvement program and redevelopment incentives will continue to improve corridor properties and attract private development investment.

Lansing continues to be a manufacturing town home to large and small manufacturing companies. In 2025, with the help of the Lansing EDC, Neogen, a Lansing-based company, will continue with its \$208 million expansion. The Lansing EDC will also help prepare and redevelop the vacant former GM Fisher Body manufacturing site and assist LG Energy Solutions in acquiring and completing the \$2.5 billion Ultium battery plant in Lansing.

In downtown Lansing, several transformational projects will soon begin, including the Ovation, a new live performing arts center, a new City Hall, and, after that, a great downtown hotel. If that weren't enough, in 2025, the \$317 million New Vision Lansing initiative will begin work on five redevelopment projects, including a 27-story tower on Grand Ave. with 287 residential units and commercial and retail space and the construction of the mixed-use Capitol Tower with office space and 105 residential units.

With all of this in the works, we at the Lansing EDC are proud of what we have accomplished in 2024 and look forward to 2025 being a truly transformational year for Lansing.





**Lansing Economic  
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*Back Cover Image: Courtesy of the Lansing Public Media Authority  
Cover Image: Photo of the LANSING sign by Kahleea Washington*