



**Your Opportunity.
Our Momentum.**



**Lansing Economic
Development Corporation**

@lansingedc | lansingedc.com

COMMUNITY OVERVIEW | Lansing, Michigan

Centrally Located & Highly Accessible

Lansing is located in the heart of Michigan and just one hour away from Detroit and Grand Rapids and 90 minutes from 90% of Michigan’s 10 million residents

Skilled Workforce & Strong Talent Pipeline

Lansing’s talent pipeline is fueled by nationally recognized certificate, degree, and job-training programs at Lansing Community College and Michigan State University

Growth-Oriented & Resilient

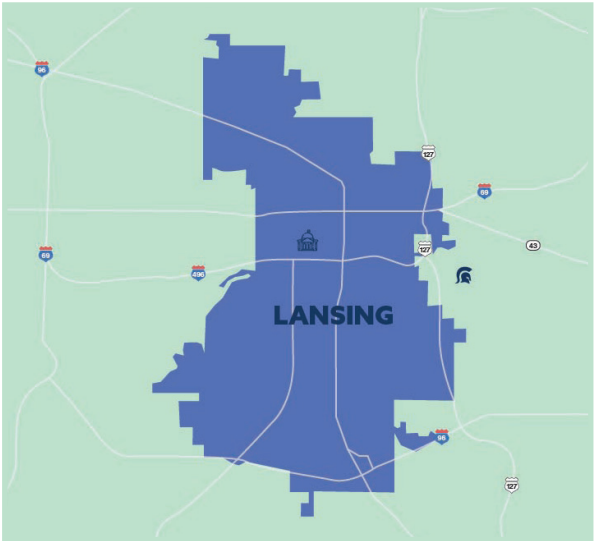
Lansing continuously invests in its infrastructure and amenities, including an international airport and an extensive transportation network, to support businesses and residents and encourage growth and development

Innovative & Diverse Economy

Leveraging partnerships with employers and academic institutions, Lansing is driving innovation in defense, aerospace, mobility, healthcare, insurance, and diagnostics.

Business Advantage

Lansing is ideal for companies seeking proximity to a large customer base and a skilled workforce. Lansing also provides excellent multimodal connectivity to optimize supply chain efficiency and access to major markets



Demographics	City of Lansing	Region (Lansing-East Lansing MSA)
Population	114,407	475,589
Households	51,129	192,995
Median Household Income	53,032	75,636
Workforce	66,824	270,291
# of Businesses	4,071	14,744
Education Attainment (Assoc)	10.36%	10.23%
Education Attainment (Bachelor's +)	32.14%	37.82%

ECONOMIC DEVELOPMENT HIGHLIGHTS



From June 2024 to June 2025, the Lansing region saw the second highest job growth in Michigan.



Between 2018 and 2022, high tech employment in the Lansing region grew by 12.2%.



Between 2019 and 2023, Lansing region's GDP increased by over 10% reaching almost \$29.3 billion in 2023.



Since 2018, the Lansing EDC has supported:

- Over \$4 billion in investment
- 3,346 new jobs
- 1,757 new housing units



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**



LANSING ECONOMIC ADVANTAGE



REDEVELOPMENT READY COMMUNITY

Lansing is a certified Redevelopment Ready Community. This designation means Lansing has implemented best practices for planning, zoning, and economic development, creating a welcoming and sustainable community that is ready to work with developers, investors, and businesses to create new jobs, housing, and economic opportunities.



MICHIGAN STATE
UNIVERSITY

EDUCATION & TALENT PIPELINE

The Lansing region is anchored by two nationally recognized academic institutions – Lansing Community College and Michigan State University – that provide our region with 18,000 college graduates each year. Michigan State University is a world-renowned research institution offering over 400 programs, many topped ranked, including:

- #1 school for Supply Chain Management/Logistics worldwide.
- #1 video game design program in the nation.
- #2 hospitality business school in the Midwest
- #2 nuclear physics graduate program in the nation.

Lansing Community College is one of largest community colleges in Michigan, offering more than 200 associate degrees and certificate programs, along with career and workforce development pathways.

#2 technical college in the nation.

Top 12% of national rankings for community colleges.



TRANSPORTATION & INFRASTRUCTURE

Lansing provides excellent multimodal connectivity to optimize supply chain efficiency and access to major markets. This includes direct connections to major interstates connecting east-west and north-south trade corridors, service by multiple rail lines linking to regional and national networks, and Port Lansing, Mid-Michigan's only U.S. Port of Entry, that allows for international freight handling.

Lansing is also served by the Capital Area Transportation Authority, a robust and nationally recognized public transit provider that operates 33 fixed bus routes, para transit services, and micro transit services throughout the region. In fiscal year 2024, CATA provided 8,474,506 trips system-wide.

TOP INDUSTRIES



MOBILITY



Lansing's central location, historic manufacturing base, and robust talent pipeline is securing Lansing's future in the research and development and manufacturing for electric, connected, and autonomous vehicles. Over the past five years, the Lansing region has attracted several billions of dollars in investment from companies such as LG Energy Solution Michigan, ATESTEO North America, and General Motors that are looking to advance clean energy, electrification, and autonomous vehicles.



- \$2 billion invested in a new battery cell plant
- \$2 billion in funding to retool the GM Grand River Assembly Plant to support EV manufacturing.



HEALTHCARE/MEDTECH/BIO TECHNOLOGY



Lansing's healthcare, MedTech, and biotechnology industry is deeply integrated with the city's extensive educational and medical infrastructure. Lansing is home to two major healthcare systems - University of Michigan Health-Sparrow and McLaren Health Care - which provide thousands of high-wage jobs and serve as a critical hub for clinical care and medical training. Michigan State University's College of Human Medicine leverages the area's hospitals for its teaching programs while MSU's broader research enterprise drives innovation in life sciences and biotechnology.



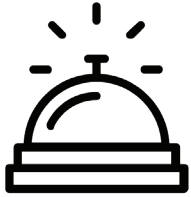
As a result, the region has attracted millions in investment from specialized companies like IONETIX, Neogen, Emergent BioSolutions, and Niowave. These companies focus on advanced areas such as radiopharmaceuticals, safety and diagnostic testing, biodefense products, and medical isotope production, solidifying Lansing's role in next-generation biomedical research, technology, and manufacturing.

- \$1.5 Billion in recent or ongoing investment into research, manufacturing, and healthcare operations.

INSURANCE

Lansing is Michigan's insurance hub, with over 10,000 people in the capital region employed in the insurance industry alone. Six major insurance companies call Lansing home, including Jackson National Life Insurance Co., AF Group, Delta Dental, Auto-Owners Insurance, Farm Bureau of Michigan, and Michigan Millers Mutual Insurance Co. Lansing's pipeline of industry-honed talent, entrepreneurial culture, and low-cost real estate market make Lansing a haven for industry leaders looking to invest in a bright future.

ECONOMIC DEVELOPMENT SERVICES



CONCIERGE SERVICES

- Site Plans and Permitting
- Licensing and Registrations
- Zoning and Special Use Requests
- Utility Access and Road Vacation
- Incentive Applications



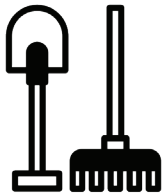
TECHNICAL ASSISTANCE

- Workforce Development and Talent Recruitment
- Business Planning for Start-Ups and Expansions
- Financing and Incentives
- Engaging Critical Partners and Stakeholders



SITE SEARCHES

If you are looking for a perfect location for your business or your next development property, the Lansing EDC can simplify your search by engaging directly with our network of local developers, real estate professionals, property owners, and municipal partners to find your ideal site in Lansing.



PRE-DEVELOPMENT ASSISTANCE

The Lansing EDC may be able to assist with the costs of initial environmental assessments and other pre-development costs that will help get your project going. Contact the Lansing EDC to learn more about support from the Lansing Brownfield Redevelopment Authority and site readiness funds.

TOOLS AND ASSISTANCE



ATTAINABLE HOUSING EXEMPTION

Provides a tax incentive to owners of rental housing property of not more than four units to enable renovation and expansion of aging facilities and assist in the building of new facilities. An Attainable Housing Exemption Certificate (AHEC) entitles the facility to exemption from ad valorem real property taxes for a term of 1-12 years as determined by the local governmental unit. Applications are filed, reviewed, and approved by the local governmental unit. The State Tax Commission (STC) must also approve the application and issue the exemption certificate.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*



RESIDENTIAL HOUSING EXEMPTION

Provides a tax incentive to owners of rental housing property of more than four units to enable renovation and expansion of aging facilities and assist in the building of new facilities. A Residential Housing Exemption Certificate (RHEC) entitles the facility to exemption from ad valorem real property taxes for a term of 1-12 years as determined by the local governmental unit. Applications are filed, reviewed, and approved by the local governmental unit. The State Tax Commission must also approve the application

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*



INDUSTRIAL FACILITIES EXEMPTION

Local real and/or personal property tax abatement of approximately 50% for up to 12-years that encourages manufacturers and high-technology operations to build new plants, expand existing plants, renovate aging plants or add new machinery and equipment.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*



NEW PERSONAL PROPERTY TAX EXEMPTION

Up to 100% tax exemption on new personal property investment made by eligible businesses located within eligible distressed communities. Local unit of government and business negotiate length of abatement, subject to State Tax Commission approval.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*

TOOLS AND ASSISTANCE



BROWNFIELD TAX INCREMENT FINANCING

Reimbursement financing through incremental tax capture for a broad array of eligible improvements made by a project developer. Eligible costs for reimbursement include site preparation, demolition, utilities and nearby public infrastructure, and environmental remediation and housing development activities.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Reimbursement, Tax Increment Financing*



LBRA'S LOCAL BROWNFIELD REVOLVING FUND (LBRF)

The Lansing Brownfield Redevelopment Authority (LBRA) maintains a Local Brownfield Revolving Fund (LBRF) to support the revitalization of underutilized and environmentally challenged properties. Funded through tax increment revenues from successful brownfield projects, the LBRF can provide gap financing for eligible environmental and non-environmental activities on future redevelopment sites. This flexible tool helps reduce upfront costs, making challenging projects more feasible while encouraging investment, job creation, and the productive reuse of land across Lansing.



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- **TYPE** *Tax Abatement*

TOOLS AND ASSISTANCE



OBSELETE PROPERTIES REHABILITATION ACT (OPRA)

A tax incentive that freezes local taxes and exempts all new real property improvements for up to 12 years to encourage the redevelopment of obsolete buildings in core communities.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*



COMMERCIAL REHABILITATION ACT

A tax incentive that freezes local taxes and exempts new investment from local taxes for up to 10 years for commercial rehabilitation projects within an approved Commercial Rehabilitation District.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Grant and/or Loan*



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- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*

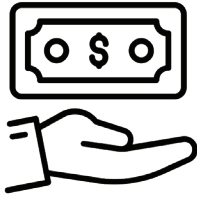


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- **TYPE** *Tax Abatement*

TOOLS AND ASSISTANCE



LOCAL/STATE GRANT AND LOAN PROGRAMS

We work closely with the Michigan Economic Development Corporation and the state Dept. of Environment, Great Lakes and Energy, Dept. of Transportation to secure additional funding to address a variety of challenges on a project including financing gaps, environmental remediation, and site preparation. We work closely with state partners to leverage local support and access additional programs including:

- *Michigan Community Revitalization Program (MCRP) - MEDC*
- *Michigan Business Development Program (MBDP) - MEDC*
- *Brownfield Redevelopment Grants/Loans - EGLE*
- *Transportation Economic Development Fund (TEDF) - MDOT*



AFFORDABLE HOUSING DEVELOPMENT PILOT

The City of Lansing offers a standard 10% Payment in Lieu of Taxes (PILOT) on development of new and existing multi-unit affordable housing, in conjunction with requests for applications for federal Low Income Housing Tax Credits (LIHTC) from the Michigan State Housing Development Authority (MSHDA). PILOT requests for <10% must go through a review and approval process by Lansing City Council. For more information, contact the Department of Economic Development and Planning.

- *Workforce Development and Talent Recruitment*
- *Business Planning for Start-Ups and Expansions*
- *Financing and Incentives*
- *Engaging Critical Partners and Stakeholders*



NEIGHBORHOOD ENTERPRISE ZONE

The NEZ program provides a tax incentive for the development and rehabilitation of residential housing. The program can reduce the taxes on property for up to 15 years in designated areas to promote the revitalization of those neighborhoods. Lansing has 25 established zones throughout the city to spur the development and rehabilitation of residential housing.

- **FOCUS** *Property Redevelopment and Personal Property Investment*
- **TYPE** *Tax Abatement*

TOOLS AND ASSISTANCE



FAÇADE IMPROVEMENT PROGRAM

This Program aims to strengthen the economic viability of Lansing's commercial corridors by providing targeted assistance for improving the appearance and structural conditions of buildings in highly visible and critical areas of the city. The Façade Improvement Program offers three types of flexible grant awards. Based on the type of grant received, grant funds will provide a "dollar for dollar" match (50% of the total project cost) up to a maximum award amount.

- *Transformational Grant – Up to \$30,000*
- *Aesthetic & Maintenance Grant – up to \$10,000*
- *Design Program Award – Up to \$2,000*



BUSINESS FINANCE ASSISTANCE LOAN PROGRAM

Our team of economic development professionals are here for you each step of the way. Whether you're starting your first business or a seasoned developer, we can tailor resources depending on your needs, such as:

- *Workforce Development and Talent Recruitment*
- *Business Planning for Start-Ups and Expansions*
- *Financing and Incentives*
- *Engaging Critical Partners and Stakeholders*



SMALL BUSINESS, COMMERCIAL & INDUSTRIAL ENERGY-SAVING PROGRAM

Lansing Board of Water and Light (LBWL), Lansing's hometown electric and water utility company, offers a variety of rebates and incentives for businesses. If you are looking to invest in upgraded lighting, air conditioning, HVAC, refrigeration, or other efficient electrical equipment for your business or commercial property, contact LBWL to see if your project qualifies for these incentives or with help to find a tailored solution.

• Commercial and Industrial Incentives:

www.lbwl.com/customers/save-money-energy/commercialindustrial-incentives

• Small Business Incentives:

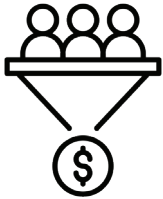
www.lbwl.com/customers/save-money-energy/small-businessincentives



DEVELOPMENT & REDEVELOPMENT LIQUOR LICENSES

If you are looking for a perfect location for your business or your next development property, the Lansing EDC can simplify your search by engaging directly with our network of local developers, real estate professionals, property owners, and municipal partners to find your ideal site in Lansing.

TOOLS AND ASSISTANCE



LANSING EQUITABLE ECONOMIC DEVELOPMENT (LEED)

The City of Lansing is committed to advancing equitable economic growth, ensuring that all residents, entrepreneurs, and developers have access to the tools, resources, and opportunities needed to succeed. Through the Lansing Equitable Economic Development (LEED) Initiative, the Lansing EDC invests in programs that expand access to business support, capital, and technical expertise for underrepresented and emerging participants in Lansing's economy. Key LEED programs support:

- *Small Business Technical Assistance*
- *Small Business Grants*
- *Emerging Developer Training and Assistance*

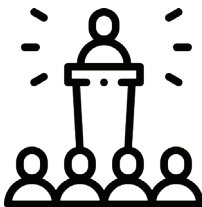


SUPPORTING EMPOWERED EMERGING DEVELOPERS (SEED) PROGRAM

Lansing is cultivating the next generation of real estate developers through the Lansing SEED Academy, a partnership between the Lansing EDC and Grow America (formerly the National Development Council).

This 18-month program provides in-depth training, technical assistance, and relationship building opportunities for emerging developers who are ready to lead Lansing's continued development efforts. Participants gain hands-on experience in project development, financing, and construction management, equipping them with the skills and connections to bring projects from concept to completion.

By empowering emerging developers, Lansing is strengthening its pipeline of local talent and ensuring that redevelopment opportunities reflect the city's diversity and vision for sustainable, inclusive growth.



EMPOWER PROGRAM

The Empower Program is a six-month, cohort-based initiative designed to help Lansing entrepreneurs grow sustainable businesses. Through bi-weekly, in-person sessions, participants receive practical training in business strategy, marketing, financial management, systems development, and automation, key tools for long-term scalability and success.

Empower graduates leave with the knowledge, confidence, and community support to thrive in Lansing's business ecosystem, fueling innovation, job creation, and equitable economic opportunity across the city.



CORRIDOR IMPROVEMENT AUTHORITY

The City of Lansing has four active Corridor Improvement Authorities (CIAs) along major commercial corridors within the city. The CIAs were established to oversee strategic economic development and revitalization within their boundaries. CIAs can provide support and incentives to support development in their corridors, such as small grants, letters of support, and public art installations, including murals.

AWARD-WINNING DEVELOPMENT PROJECTS



BLOCK 600 PROJECT

The complex remediation and redevelopment of former industrial property into a vibrant downtown grocery store, hotel, and apartments.

- 2021 Public-Private Partnerships Gold Award Recipient
- International Economic Development Council



OUTFIELD REDEVELOPMENT PROJECT

An eye-catching development that offers unique living options and fan-favorite Amenities with an unbeatable view of Jackson Field, home of the Lansing Lugnuts Minor League Baseball Team.

- 2016 Public-Private Partnerships Gold Award Recipient
- 2016 Real Estate Redevelopment
- Reuse Silver Award Recipient International Economic Development Council



AWARD-WINNING DEVELOPMENT PROJECTS



KNAPP'S CENTRE

Renovation of a historic downtown department store into apartments, offices, and retail that beautifully preserves its original Art Deco glamour throughout.

- 2015 Real Estate Redevelopment and Reuse Silver Award Recipient
- International Economic Development Council



OTTAWA POWER STATION PROJECT

Redevelopment of a former coal-fired power station into the headquarters of AF Group that blends modern high-end offices with the industrial past of this landmark building situated on the downtown riverfront.

- 2011 Real Estate Redevelopment and Reuse Category Winner
- 2011 Business Retention and Expansion-Single Event Category Winner International Economic Development Council



AWARD-WINNING DEVELOPMENT PROJECTS



RED CEDAR

The complex remediation and redevelopment of former industrial property into a vibrant downtown grocery store, hotel, and apartments. 2021 Public-Private Partnerships Gold Award Recipient International Economic Development Council.

Photo Credit: Martin Commercial Properties



COMING SOON! OVATION CENTER FOR MUSIC AND ARTS

A new era of arts and entertainment is taking center stage in Lansing. The Ovation Music and Arts Center will transform 520 S. Washington Ave. into a vibrant hub for concerts, films, private events, and creative collaboration—poised to become a cultural landmark attracting 190,000 visitors and generating \$12.5 million annually for the local economy.

- Future Cultural Landmark & Economic Driver
- Lansing Economic Development Corporation

