

# Lansing Capital of the Great Lakes

Michigan State Capitol Building | Lansing, Michigan | USA



# LANSING is Among the Fastest Growing Regions in Michigan

*Pictured:  
Grand River at Night*



**4% GDP Growth**

*Strongest among MI MSAs  
(%, 2014-15 to 2015-16)*

**1.8% Jobs Growth**

*#2 among MI MSAs  
(2017 to 2018)*

SOURCE: US Census

# LANSING is Among the Fastest Growing Regions in Michigan

*Pictured:*  
Grand River at Night



*Among MI MSAs*

**3<sup>rd</sup> Largest Market in MI (480K)**  
**3<sup>rd</sup> Fastest Growing Population**

**2<sup>nd</sup>**

*SOURCE: US Census*

**In Urban Core Population Growth  
(2017-2018)**

*Pictured:*  
Center City Development  
Downtown East Lansing



**\$1.9B in LEAP Projects 2012-2017**

**\$2B+ projected overall investment 2018-2020**

- **\$730M world-leading nuclear research lab – Facility for Rare Isotope Beams (F-RIB) underway**
- **\$555M Glanbia-led dairy processing campus underway**
- **\$500M McLaren hospital & cancer center underway**

# LANSING is a Midwest Hub for Fortune 500 Insurance HQs

*Pictured:*  
AF Group World HQ, Lansing  
Built 2011, \$182M Project

## Home to 8 Insurance Company Headquarters (4 Global HQs)

- Lansing's industry employment is **growing at nearly 10 times the national average**
- **23% job growth** over past 5 years (2012-17), drastically outpacing national average of 2.4%
- **Projected 7% growth 2017-22**, 2x the projected US growth for the same period (3.5%)

**14%**  
**Finance & Insurance Sector GDP  
Growth (2012-2016)**

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# LANSING: AN ECONOMIC ENGINE



Home to the two newest US assembly plants  
4,500 workers  
300,000 vehicles a year



**G E N E R A L M O T O R S**

**BUILDING AMERICA'S PERFORMANCE CAR**



Cadillac CTS  
Cadillac ATS  
Chevrolet Camaro

**Grand River Assembly**

Second newest GM plant in US - opened in 2001



Newest GM assembly  
in US – opened in 20

2,000,000!



GM



- Chevrolet Traverse
- Buick Enclave



# Lansing's Diversified Manufacturing



A business of BARNES GROUP INC



NIOWAVE  
www.niowaveinc.com



NEOGEN®  
CORPORATION



EST. 1916  
MMPA



LEAP  
LANSING ECONOMIC AREA PARTNERSHIP  
stronger together



IONETIX



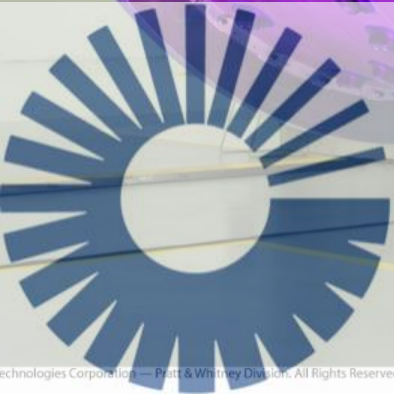
PECKHAM  
INDUSTRIES, INC.



AGRO-CULTURE  
LIQUID  
FERTILIZERS

- AgTech & Food Innovation – Food Processing (dairy, soy, etc.), Fertilizers, Food Safety, Ag Equipment
- Life Sciences – Medical Device (orthopedics), Biotech, Medical Isotopes
- Broader Mobility spectrum – aerospace, defense, Spartan as a non-GM related vehicle OEM
- Advanced Materials and Logistics – nanotech, eco-packaging, food & bev logistics

Employed 200 people in 2010, employ over 700 today



# Pratt & Whitney

A United Technologies Company



WORLD AVIATION NEWS  
50SKYSHADES.COM

# Lansing Economy is HOT!



- \$555,000,000 investment into new cheese & whey processing campus in St. Johns
- Led by Glanbia – world’s #1 American-style cheddar cheese producer & 5th largest company in Ireland
- Began construction on 60 hectare site September 2018, opening October 2020
- Will process 8 million pounds of milk each day, nearly a quarter of all Michigan milk produced



***Pictured:***  
**Glanbia**  
**Construction Site**  
**St. Johns, Michigan**

# EDUCATION MATTERS



- 50,000+ students
  - One of top 150 universities in the world
  - Ten #1 programs in US
    - » Nuclear Physics
    - » Supply Chain Management
    - » Packaging
- Lansing Community College - 20,000+ students
- Higher education pipeline - 17,000+ graduates/year
- 43% of population has Associates Degree or higher

# MICHIGAN STATE UNIVERSITY

7,921 international students enrolled at MSU in 2018:

- China – 4,527
- Republic of Korea – 440
- India – 375
- Saudi Arabia – 181
- Taiwan – 167

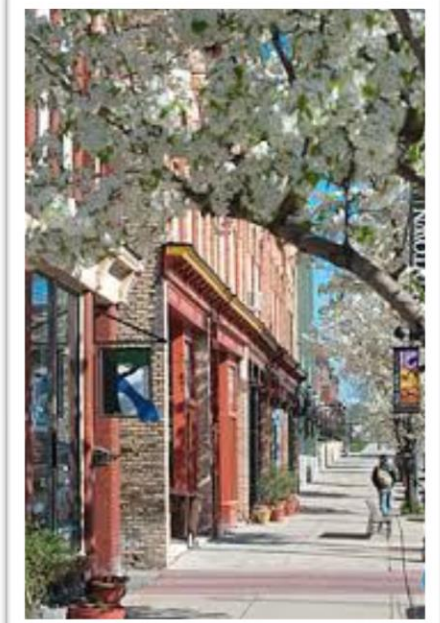




Michigan State University  
Broad Art Museum



Michigan State University  
Spartan Stadium



Historic Old Town Lansing



Michigan State University  
Breslin Center



Michigan State University  
Wharton Center



Thomas Cooley Stadium  
Lansing Lugnuts



HAPPINESS MATTERS



# HAPPINESS MATTERS







HAPPINESS MATTERS



HAPPINESS MATTERS

[purelansing.com](http://purelansing.com)



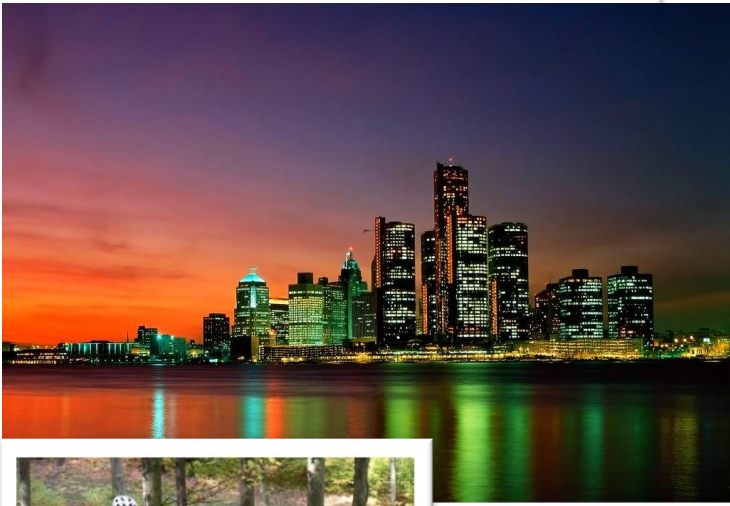
HAPPINESS MATTERS



HAPPINESS MATTERS

[purelansing.com](http://purelansing.com)

# PURE MICHIGAN



# The Nation Recognizes the Lansing Region's Economy

*Pictured:*  
Outfield Lofts, Lansing

**High-tech GDP Growth rose  
to #21 from #98 in 2017**

*- Milken Institute*

**#4 most popular city in  
the United States for  
millennial homebuyers**

*- LendingTree (Lansing)*

**#1 best most affordable places to  
live**

*- livability.com*

**2<sup>nd</sup> best college town in America in  
2017**

*- Wallethub*

**#1 in U.S. for mobile network  
performance**

*- Root Metrics*

**#18 out of 200 for Best Cities  
for Small Business** *- US News and World Report*

**10 MSU graduate programs top 10 in US**

*- US News and World Report*

**#4 best places to live for college  
grads**

*- Mid-America Careers*

**14<sup>th</sup> most educated community in  
America**

*- WalletHub*

**4 consecutive years of population  
growth in urban core** *- City of Lansing*

Meridian Township welcomes giant food truck rally this summer

Brewpub to open across from Jackson National HQ

Business booming in Metro Lansing, as multiple projects come to fruition in 2017

**BREWING UP A REPUTATION**  
Williston brewery could break into state's top 10

**\$11M project to add riverfront apartments**

What's more American than apple pie? Lansing-made SUVs

Council OKs 'The Hub of East Lansing'

McLaren to build \$450M hospital adjacent to MSU

MSU vet school gets \$12.6 million gift

A dozen films shot inside the Broad and quickly, too

**SWEET!**  
Lansing company that makes ovs for candy is expanding

Special Report: Lansing emerges as hub of IT opportunity

New McLaren great for region

Saddleback BBQ to open Okemos location later this year

Kindergartners learn Chinese with their ABCs at Lansing's Post Oak

**NEW HEIGHTS**  
Developer proposes 500 more apartments at Eastwood

New Charlotte sculpture celebrates unity, growth

**GlowShop Takes Home \$10,000 Prize at LEAP's Hatched Event**

Poet brings blue collar sensibility to post as Lansing's first poet laureate

Innovative Infant Phototherapy Device Wins at InnovateHER Challenge Event

LCC'S FOCUS: STUDENT SUCCESS

**POWERING UP**  
PPL to build 500 million natural gas power plant in Delta Twp

Capital Area United Way's regional strategy is a win for tri-county residents

Why are New York execs investing in Lansing's fledgling fashion industry?

Tattoos, coffee and beer: Delta Township building could be home to all 3

Firecracker Foundation triples footprint with new office space in Holt

**Cuban cuisine arrives in downtown Lansing**

East Lansing OKs Center City high rise project

7MSU grad programs top U.S. News rankings

Sculpture draws eyes toward Lansing's Museum District

**Keith Lambert, VP, Business Attraction**

**Lansing Economic Area Partnership**

**10 years later, Keith@purelansing.com**

has lots to celebrate

Ingham County Signs Contract With LEAP For Economic Development Services

Lansing Population Increases for Fourth Straight Year

\$12M project in downtown Holt will add restaurants, apartments

\$8.5M apartment project proposed for former grocery store

EAST LANSING CITY COUNCIL **UNANIMOUSLY APPROVES** CENTER CITY DISTRICT PROJECT

Development to serve as a catalyst for future economic growth

Lansing's first Mini Maker Faire

GM is bringing a new Cadillac to Lansing

Lansing-Based Neogen Corporation Plans Building to House Ideal Instruments Subsidiary

List: Lansing bests Chicago as a top city for college grads

**ALDI looking to hire 30 workers for Webberville warehouse**

Grand Ledge raises \$53K for new splash pad along river

Get ready, there's a 'new Unicorn coming to town

**purelansing.com**

MichiGrain distillery to open in Stadium District

Half-ton sculpture creates buzz

Southwest Lansing Arts Impact Project kicks off with community charrette

**Transforming the corridor**

The Vision of Four Towns promises to help shape new development along Michigan Avenue

Mid-Michigan with professional futsal team

Loc buys Demmer plant in Lansing, hopes to add 100 jobs

GM supplier to hire 79 in Lansing

Michigan State endowment hits \$3 billion as university passes fundraising goal

Major investment propels music facilities at MSU

**Target plans to open in downtown East Lansing**

Broad Museum signs lease for space on Grand River

Auto-Owners Insurance Named 2017 Company of the Year by National Association of Professional Insurance Agents

MSU JUNIOR WINS GRAND PRIZE AT ENTREPRENEURSHIP COMPETITION

CAMERON TOOL, HOMETOWN TOOL AND DIE COMPANY, READY TO EXPAND

Hotel boom in East Lansing draws hundreds in the first hour

**HOTEL BOOM**  
\$1 billion tourism industry sparks development

LAPCU invests in Michigan-based fintech company, offers software to small businesses

Midwest League All-Star game coming to Lansing in 2018

\$12M project in downtown Holt will add restaurants, apartments

**THE LANSING PROMISE DELIVERS**

Michigan Avenue Bridge Overpass to be Begun Transformation This Spring

130-acre marijuana park to be largest east of Mississippi

Renovations to begin on long-vacant Oliver Towers

Community Foundation commits \$1M for riverfront

LANSING LOVES VENTURE CAPITAL

Trezise: Michigan Avenue corridor is key to Lansing's future

Michigan State University has largest African American freshmen class of any Big 10 school

LEAP landed \$200M in investment projects in 2016

\$132M project would bring 12-story buildings to downtown East Lansing

Consumers Energy to Spend \$250 Million With Michigan Small Businesses

Eaton Federal marks 80 years with Delta Twp. expansion

**Lansing Youth Startup**

LCC ranked No. 1 in online programs offered by Michigan two-year colleges

Viewpoint: Capitol Council of Governments ushers in new era of regional collaboration

MSU's new \$157 million complex takes shape

Coffee cocktail bar opens in DeWitt next week

Spartan Motors awarded \$214 million contract from United States Postal Service

Eaton Rapids Medical Center celebrates 80 years with \$6 million expansion

Vacant Eaton Rapids school to get second act with new owner

New theaters launching in Lansing area

Aerospace manufacturer employs over 700 here

Two Lansing Runway Designers to Compete on Project Runway

Grand Ledge Twins Continue to Succeed in Highly Competitive Fashion Industry

LEAP joins with Patent office for startup, entrepreneur seminar