



**DOWNTOWN  
LANSING INC.**

# POP-UPS TO PERMANENT SPACES IN THE CAPITAL CITY

Encouraging  
entrepreneurship  
through creative spaces



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## THE GOAL:

Encouraging entrepreneurship while rebuilding a downtown



- Create a feeder system to fill vacancies
- Rebuild a diverse & vibrant downtown business district
- Lower the barriers to entrepreneurship
- Create a Capital City district that represents all the residents of Michigan





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## THE PLAN:

Build a sustainable feeder system to allow entrepreneurs to flourish

- Create dynamic & profitable Pop-Up spaces
- Develop Small Business Incubator Programs
- Cultivate successful Developer/Property Owner Relationships

# POP-UP ENTREPRENEURS

Find ways to  
encourage the  
smallest  
businesses



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Develop events that  
include vendors  
Creating opportunities

Build permanent  
Pop-Up spaces:  
Build it they will come



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## EVENTS

### Create Space

- Every event includes vendors
- Encouraging individual businesses to include pop-ups in their events

### Foster Relationships

- Do they dream of Brick & Mortar?
- Can we help them grow?
- Can we introduce them to our retailers for wholesale opportunities?



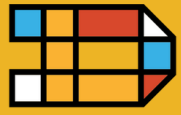


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# PERMANENT POP-UPS

Building permanent,  
programmable spaces  
encourages  
entrepreneurship





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# RUETTER PARK RESTORATION

Restoring  
Lansing's oldest  
park creates  
space for  
entrepreneurs &  
amenities for  
residents



Building  
10  
PERMANENT  
Market  
sheds

DLI hires an  
Event &  
Market  
Manager

Developing  
programming  
for activation  
& commerce

Adding  
power, Wi-Fi  
& seating for  
year-round  
activation

# INCUBATORS

Supporting  
entrepreneurs  
with affordable  
micro-storefronts  
& business  
programming



...while filling  
vacancies  
downtown!





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## MIDDLE VILLAGE MICRO MARKET

### HOW IT WORKS:

- Public Perspective: **ECLECTIC RETAIL**
- 6 Retail Businesses share space
- 1 year program includes business development & community support
- Entrepreneurs build brand, capital & customer base
- Graduates fill vacancies downtown
- Sponsored by Lake Trust

**MIDDLE  
VILLAGE**  
MICRO MARKET

**LAKE  
TRUST.**  
THE POWER IN ALL OF US

**Michigan  
SBDC**





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# The Macotta Club

## HOW IT WORKS:

- Public Perspective: **EXCITING FOOD HALL/BAR**
- 15 Food Service Businesses share space
  - 6 restaurants, 3-5 food trucks, 3-5 makers
- 2 year program includes business development & food safety training
- Lowering cost barriers to restaurant industry allowing for diverse entrepreneurship
- Graduates fill vacancies downtown
- Sustainable program funding through bar & soda sales





## LANDLORD & DEVELOPER RELATIONSHIPS

- Intentionally cultivate relationships that foster win-win opportunities between retailers, property owners & downtown strategic plans
- Serve as an economic development partner to encourage investment in the district
- Act as a liason between businesses & property owners to increase occupancy success rates



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Downtown Lansing Inc.  
loves to share ideas!

Please reach out:  
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