

AGENDA

CHARTER TOWNSHIP OF MERIDIAN
Economic Development Corporation

December 5, 2019 7:30 am
5151 Marsh Road, Town Hall Room

1. CALL MEETING TO ORDER
 2. MISSION: Set the standard in creating an entrepreneurial culture; be the example for revitalization of our business districts and be the leaders in building sustainable public/private partnerships.
 3. APPROVAL OF AGENDA
 4. CONSENT AGENDA
 - A. Minutes – October 3, 2019
 - B. Financial Report
 - C. Development Projects
 5. PUBLIC REMARKS

 6. NEW BUSINESS
 - A. Officer election prep – 2-year terms with vote in January 2020
 - B. 2020 Meeting Schedule and Resolution

 7. OLD BUSINESS
 - A. Committee Reports
 - i. Business Promotion – EDC/MABA Awards
 - ii. School District Engagement – Drink Kart opportunity
 - B. Haslett Study

 8. TOWNSHIP REPORTS
 - A. Township Board
 - B. Township Manager
 - C. Planning Commission
 - D. Chair
 - E. Staff

 9. COMMUNITY REPORTS
 - A. Meridian Mall
 - B. Marketplace on the Green
 - C. MABA

 10. OPEN DISCUSSION/BOARD COMMENTS
 11. PUBLIC REMARKS
 12. NEXT MEETING DATE
 - A. January 9, 2019, 7:30am
 13. ADJOURNMENT
-

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Board by contacting:
Township Manager Frank L. Walsh, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4258 - Ten Day Notice is Required.
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Township Hall



Charter Township of Meridian
Meridian Economic Development Corporation
5151 Marsh Road, Okemos, MI 48864
Thursday, October 3, 2019- Minutes -DRAFT

Members

Present: Jade Sims, Joel Conn, Adam Carlson, Treasurer Phil Deschaine, Shawn Dunham, Kimberly Thompson, Mikhail Murshak, Tom Conway, and Trustee Kathy Ann Sundland

Members

Absent: David Ledebuhr, Township Manager Frank Walsh, and Brenda Chapman

Others

Present: Planning Commission Chair John Scott-Craig, Executive Assistant Michelle Prinz, Community Planning & Development Director Mark Kieselbach and Economic Development Director Chris Buck

1. CALL MEETING TO ORDER

Chair Sims called the meeting to order at 7:33 am and Member Carlson read the mission. Chair Sims congratulated Member Conn for winning the 2019 10 over the next ten award celebrating the innovative and entrepreneurial leadership from Lansing's best and brightest young professionals.

2. **MISSION:** Set the standard in creating an entrepreneurial culture, be the example for revitalization of our business districts, and be the leaders in building sustainable public/private partnerships.

3. APPROVAL OF THE AGENDA

MOTION BY MEMBER CARLSON TO APPROVE THE AGENDA. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 9-0.

4. CONSENT AGENDA

- a. Minutes-September 5, 2019
- b. Financial Report
- c. Development Projects

MOTION BY MEMBER DUNHAM TO APPROVE THE CONSENT AGENDA. SUPPORTED BY MEMBER CONN. MOTION PASSES 9-0.

5. PUBLIC REMARKS

None.

6. PRESENTATION

None.

7. OLD BUSINESS

a. Committee Reports

i. Business Promotion

The EDC is partnering with MABA to sponsor two awards that will be presented at MABA's meeting in December. After discussion, the EDC is submitting the following businesses as nominees for the forthcoming survey to determine the winner for Best New Business of the Year and Best Existing Business of the Year: (In no particular order)

New Business of the Year: Launch Trampoline Park, X-Golf, Orthopaedic Rehab Specialists, High Caliber Karting, Peak Performance Physical Therapy and Okemos Elevation

Best Existing Business of the Year: Portnoy & Tu, Saddleback BBQ, Playmakers, Mahabir Wellness, Henry's Place, Delta Dental, Ellison Brewery

MOTION BY MEMBER MURSHAK TO APPROVE THE TITLES AND DESCRIPTIONS OF THE TWO EDC AWARDS, THE "SHORT LIST" OF NOMINEES FOR EACH AWARD, AND APPROVE FUNDS NOT TO EXCEED \$500 TOWARDS THE CREATION OF TWO TROPHIES OR PLAQUES, AND CONTRIBUTING FUNDS TO THE EVENT BEING HELD ON DECEMBER 13, 2019. SUPPORTED BY MEMBER CONWAY. MOTION PASSES 9-0.

ii. School District Engagement

Director Buck is scheduled to present an economic development update at the Haslett School Board meeting in December. Discussion was had around involving the high schools in running a food truck for local events as a way of teaching economics and business development to the students.

b. Haslett Study

The summary report has been received. It shows that Haslett can support an optimal number 660 new homes by 2025. However, a probable number of new homes is 350 by 2025. As far as commercial space, the study shows there will be the demand for an additional square feet of retail goods and related service space of between 62,000 and 142,000.

8. NEW BUSINESS

None.

9. TOWNSHIP REPORT

a. Township Board

- 2020 Township Budget approved
- Local Road Program approved
- Okemos Road Bridge Replacement discussion
- Medical Marihuana lottery was held
- Working on AAA Bond Rating

b. Township Manager
None.

c. Planning Commission
Planning Commission Vice-Chair John Scot-Craig provided a summary of recent Planning Commission activities.

d. Chair
At our November meeting, the EDC will discuss and take action to determine its new slate of officers, beginning a 2-year term January 2020. The positions are: Chair, Vice-Chair, Secretary, Deputy Secretary and Treasurer.

e. Staff
Director Buck reviewed the development projects. The new Firestone Complete Auto Care will be holding a ribbon cutting on 10/25 at 11:15am.

9. COMMUNITY REPORTS

a. Meridian Mall
November 6, 2019 will be the Mall's media day in celebration of their 50th anniversary.

b. Marketplace on the Green
Working with the contractor and opening is planned for spring 2020.

c. MABA
Partnering with MABA for the annual awards. Next MABA meeting is next Friday.

10. OPEN DISCUSSION/BOARD COMMENTS

None.

11. PUBLIC REMARKS

None

12. NEXT MEETING DATE

- November 7, 2019 at 7:30am

13. ADJOURNMENT

Hearing no objection, Chair Sims adjourned the meeting at 9:06am.

**MERIDIAN TOWNSHIP ECONOMIC DEVELOPMENT
CORPORATION**

Sep-19

Independent Bank	Total EDC Funds	\$30,884.57
	MARC Funds	\$7,071.32
	TOTAL	<u>\$37,955.89</u>

TRANSACTION ACTIVITY - Deposits

<u>Date</u>	<u>Deposit Type</u>	<u>Amount</u>
09/30/19	Interest	4.84

CHECKS WRITTEN Since Last Bank Statement

<u>Date</u>	<u>Ck.#</u>	<u>Amount</u>	<u>Paid to:</u>
	0		

\$37,955.89

**MERIDIAN TOWNSHIP ECONOMIC DEVELOPMENT
CORPORATION**

Oct-19

Independent Bank	Total EDC Funds	\$30,889.40
	MARC Funds	\$7,071.32
	TOTAL	<u>\$37,960.72</u>

TRANSACTION ACTIVITY - Deposits

<u>Date</u>	<u>Deposit Type</u>	<u>Amount</u>
10/31/19	Interest	4.83

CHECKS WRITTEN Since Last Bank Statement

<u>Date</u>	<u>Ck.#</u>	<u>Amount</u>	<u>Paid to:</u>
	0		

\$37,960.72



CHARTER TOWNSHIP OF MERIDIAN Development Projects Update

December 2019

Businesses Opened

- **Constellation Cat Café**, 3320 E. Lake Lansing Road, East Lansing (Oct 8)
- **Firestone Complete Auto Care**, 2700 E. Grand River Ave, East Lansing. (Oct 25)
- **Crunch Fitness**, new fitness center at 2655 E. Grand River Ave (Oct 24)
- **School of Rock**, 2037 W. Grand River Ave, Okemos (Oct 28)
- **Mayan Buzz Coffee**, Inside Meijer (Oct 25)
- **Marriot Courtyard**, Meridian Crossing Drive. 105 rooms (Oct 2019)
- **Zoom Express Laundry**, 3034 E. Lake Lansing Road/Carriage Hills (11.18.19)
- **Title Boxing Club**, 2842 E. Grand River Ave (former Plato's Closet – 11.18.19)

Commercial Use Under Construction

- **Soldans Pet Supply**, 2283 W. Grand River Ave. Relocation expected in December 2019
- **102 Pho & Banh Mi Vietnamese Soup & Sandwiches**, 4760 Marsh Road, Okemos (part of formers McAllisters site) Opening 12.2019
- **Bread Bites, Mediterranean Cuisine & Bakery**, 5100 Marsh Road, Okemos (old Tannin site)
- **Swagath Express**, food service adjacent to Swagath Market, 1731 W. Grand River (former Farm Fresh Seafood site)
- **Wild Bill's Tobacco**, 2090 W. Grand River Ave, Okemos

Residential or Long Term Construction/Phasing

- **Elevation Phase 2**, 2362 Jolly Oak Road, Okemos. 350+ residential units
- **New Hope Church**, 2170 E. Saginaw Road, East Lansing
- **Super 8/Knights Inn**, new owner, complete remodel & Clarion branding. Quality micro hotel - 2736 E Grand River Ave, East Lansing, MI 48823

Approved/Not Yet Commenced

- **Village of Okemos**, mixed-use project west of Okemos Road north and south of Hamilton Road.
- **Leo's Lodge Property Redevelopment**, 2085 W. Grand River. Multi-tenant commercial project
- **Red Cedar Manor**, 2875 Northwind Drive. Mixed use project.
- **Woda Cooper**, 4.6 Acres to allow for 49 affordable housing units north of Whole Foods
- **Newton Park Apartments**, SE Corner Newton Road/Saginaw Hwy. Multifamily mixed use
- **Silverstone Estates**, 25 single family residential homes at Powell Road north of Grand River
- **Copper Creek Condominiums**, 45 acres NE corner of Haslett & Van Atta. 102 residential lots.
- **LaFontaine FCA Dealership**, NE Corner Powell Road and Grand River Ave, Chrysler, Jeep, Ram
- **Fedewa Homes**, 1730 Chief Okemos Circle – two apartment buildings totaling 15 units

Under consideration

- **LaFontaine FCA Dealership**, NW Corner Powell Road and Grand River Ave, Chrysler, Jeep, Ram

Closings/Relocations

- **House to Home Furniture**, 4800 Okemos Road, Okemos
- **Old Navy**, Meridian Mall
- **Baryames Tuxedo**, 2421 W. Grand River Ave, Okemos



6. A

To: Economic Development Corporation Members
From: Chris Buck, Economic Development Director
Date: 11.7.2019
Re: EDC Officer Elections

Our bylaws state that the EDC needs to elect or re-elect its officers for a two year term effective January 2020.

Jade Sims is our Chair, Kimberly Thompson is our Vice Chair, Frank Walsh is our Secretary and Brenda Chapman is our Deputy Secretary. Township Treasurer Phil Deschaine serves as Ex-Officio and Treasurer although not a voting EDC member. This is all within the protocol of the state act for EDCs.

I have not heard any indication that these officers are NOT willing to continue in their roles. If others are interested in serving as an officer, the EDC can entertain nominations and there will be a vote for each position that has multiple nominated parties, or the EDC can entertain a motion to have the existing officers continue for another 2-year term.

ARTICLE VI

A. Board of Directors of the Corporation shall consist of not less than nine persons, not more than three of whom shall be an officer or employee of the Township. The directors shall be appointed by the Township Supervisor, with the advice and consent of the Township Board, for terms of six years, except that, of the directors first appointed, four shall be appointed for six (6) years, one for five (5) years, one for four (4) years, one for three (3) years, one for two (2) years, one for one (1) year. There shall be promptly appointed, in the same manner, to the Corporation's Board of Directors two additional directors representative of neighborhood residents or business interests likely to be affected by each project proposed by the Corporation, whose term of office shall be consistent with the provisions of Section 4(2) of 1978 P.A. 388.

B. (1) The Board of Directors shall designate one of its members as Chairman, one of its members as Vice-Chairman, one of its members as Secretary, one its members of Deputy Secretary, and a Treasurer who need not be a member of the Board of Directors, each to be designated for such office for a period of two (2) years, or until their successors are designated. Such officers may succeed themselves in office.

(2) The Chairman shall preside at meetings of the Board of Directors and may sign and execute all authorized bonds, contracts, checks and other obligations and execute interest coupons with his manual or facsimile signature in the name of the Corporation as and when authorized by the Board of Directors. He shall do and perform such other duties as may be fixed by the bylaws and from time to time assigned to him by the Board of Directors.

(3) The Vice-Chairman shall, in the absence of the Chairman or in the event of his inability or refusal to act, perform the duties of the Chairman and, when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairman. The Vice-Chairman shall perform such other duties as may be assigned to him by the Chairman or by the Board of Directors.

(4) The Secretary shall keep the minutes of all meetings of the Board of Directors, and of all committees thereof, in books provided for that purpose. He shall attend to the giving, serving and receiving of all notices of process of or against the Corporation. He may sign with the Chairman in the name of the Corporation all bonds, contracts and other obligations and execute interest coupons with his manual or facsimile signature in the name of the Corporation as and when so authorized by the Board of Directors, and when so ordered, he shall affix the seal of the Corporation thereto. He shall have charge of all books and records which shall at all reasonable times be open to inspection and examination by the Board of Directors or any member thereof, and by the Township Board, and, in general, perform all the duties incident to his office. The Secretary shall preside at meeting of the Board of Directors in the absence of the Chairman and Vice-Chairman.

(5) The Deputy Secretary shall, in the absence of the Secretary or in the event of his inability or refusal to act, perform the duties of Secretary and, when so acting, shall have all the powers and be subject to all the restrictions upon the Secretary. The Deputy Secretary shall perform such other duties as may be assigned to him by the Secretary or by the Board of Directors.

(6) The Treasurer shall have custody of all the funds and securities of the Corporation which may come into his hands or possession. When necessary or proper, he shall endorse on behalf of the Corporation for collection, checks, notes and other obligations, and shall deposit them to the credit of the Corporation in a designated bank or depository. He shall sign all receipts and vouchers for payment made to the Corporation. He shall jointly with such other officer as may be designated by the Board of Directors sign all checks, promissory notes and other obligations of the Corporation when so ordered by the Board of Directors. He shall render a statement of his cash accounts when required by the Board of Directors. He shall enter regularly in the books of the Corporation to be kept by him for the purpose full and accurate accounts of all monies received and paid by him on account of the Corporation, and shall, at all reasonable times, exhibit his books and accounts to the Board of Directors or any member thereof when so required. He shall perform all acts incidental to the position of Treasurer fixed by the bylaws and as assigned to him from time to time by the Board of Directors. He shall be bonded for the faithful discharge of his duties as Treasurer, the bond to be of such character, form and in such amount as the Board of Directors may require.

(7) In the absence of any officer of the Corporation or for any other reason that the Board of Directors may deem sufficient, a majority of the Board of Directors then in office may delegate, from time to time and for such time as they may deem appropriate, the powers and duties of any officer elected or appointed, to any other officer or to any directors.



6. B

To: Economic Development Corporation Members
From: Chris Buck, Economic Development Director
Date: 11.7.2019
Re: 2020 Meeting Schedule

In today's packet you will see a resolution to approve the 2020 meeting calendar. Unless there are any objections, staff has continued with the first Thursday of each month at 7:30am in the Town Hall room except April's meeting (pushed back one week for Spring Break) and July's meeting (pushed back one week for Independence Day). We will need a motion to adopt this resolution.

The following motion is proposed:

MOVE TO APPROVE THE 2020 MEETING SCHEDULE FOR THE ECONOMIC DEVELOPMENT CORPORATION OF MERIDIAN TOWNSHIP AS PROPOSED.

Attachments:

- A. 2020 EDC Calendar Resolution

**Economic Development Corporation Meeting Dates
2020 Schedule**

RESOLUTION

At a regular meeting of the Economic Development Corporation of the Charter Township of Meridian, Ingham County, Michigan, held at the Meridian Municipal Building, in said Township on the 7th day of November, 2019 at 7:30am, Local Time.

PRESENT: _____

ABSENT: _____

The following resolution was offered by _____ and supported by _____.

WHEREAS, Public Act 267 of the Public Acts of 1976 requires the publication of the meeting schedule of every municipal board at least once a year; and

WHEREAS, the Economic Development Corporation (EDC) desires to announce the time, date, and place of all regular meetings of the EDC, pursuant to the provisions of Act 267 of the Public Act of 1976.

NOW, THEREFORE, BE IT RESOLVED BY THE ECONOMIC DEVELOPMENT CORPORATION OF THE CHARTER TOWNSHIP OF MERIDIAN, INGHAM COUNTY, MICHIGAN as follows:

1. The Economic Development Corporation will meet for regular meetings on certain Thursdays, January through December in 2020 in the Town Hall Room of the Township Municipal Building, 5151 Marsh Road, Okemos, MI 48864, 517.853.4258.
2. The specific dates for meetings are as follows:

January	9 - regular meeting
February	6 - regular meeting
March	5 - regular meeting
April	16 - regular meeting
May	7 - regular meeting
June	4 - regular meeting
July	9 - regular meeting
August	6 - regular meeting
September	3 - regular meeting
October	1 - regular meeting
November	5 - regular meeting
December	3 - regular meeting
3. Meetings will begin at approximately 7:30am

**Economic Development Corporation Meeting Dates
2020 Schedule
Page 2**

- 4. Special meetings of the Economic Development Corporation may be called pursuant to the applicable statute.
- 5. Regular meetings may be canceled, recessed, or postponed by members of the Economic Development Corporation pursuant to the applicable statute.
- 6. A summary of this resolution stating date, place, and time shall be posted in the Meridian Municipal Building within ten (10) days after the first regularly scheduled meeting of the year in accordance with MCL 15.265.

ADOPTED: YEAS: _____

NAYS: _____

STATE OF MICHIGAN)

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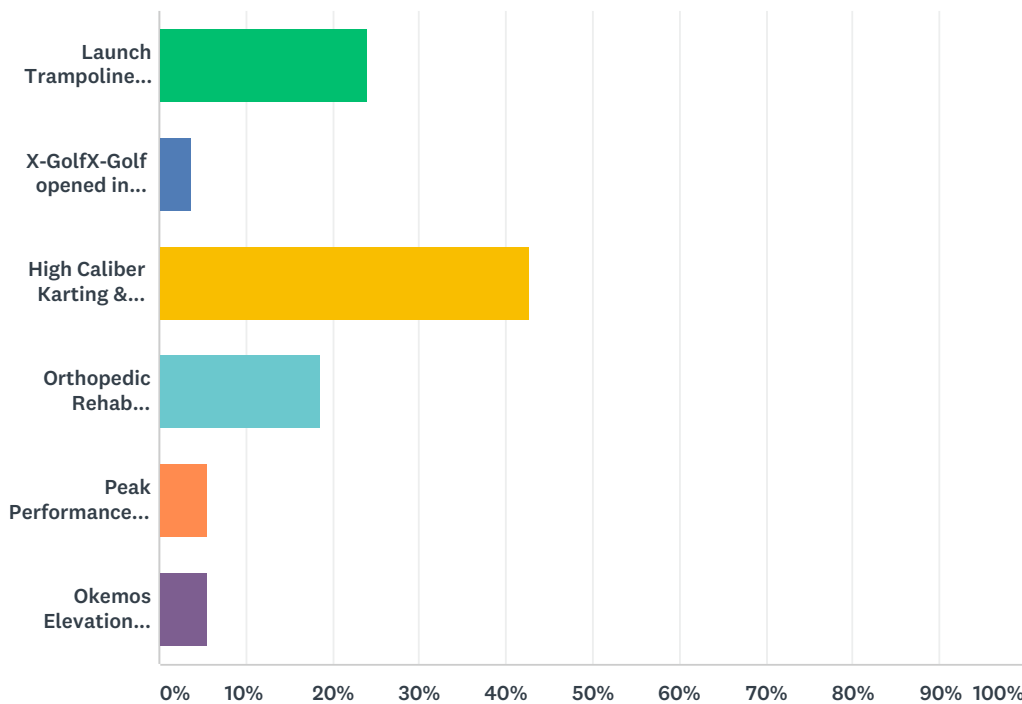
COUNTY OF INGHAM)

I, the undersigned, the duly qualified Chairperson of the Economic Development Corporation of the Charter Township of Meridian, Ingham County, Michigan, DO HEREBY CERTIFY that the foregoing is a true and complete copy of a resolution adopted at a regular meeting of the Economic Development Corporation held on the 7th day of November, 2019.

Jade Sims
Economic Development Corporation Chairperson

Q1 New Business of the Year This award goes to a business established in Meridian Township between July of last year and nomination time for this award (within approximately 1.5 year). Worthy candidates bring true value to the region for reasons including, but not limited to: Filling a significant need in the community; Strong energy/fast regional fan-favorite; Major improvement to a facility; Owner/employees give back - philanthropy, donations, serve on boards/volunteerism. (Nominees in no particular order. Please select one winner.)

Answered: 54 Skipped: 0

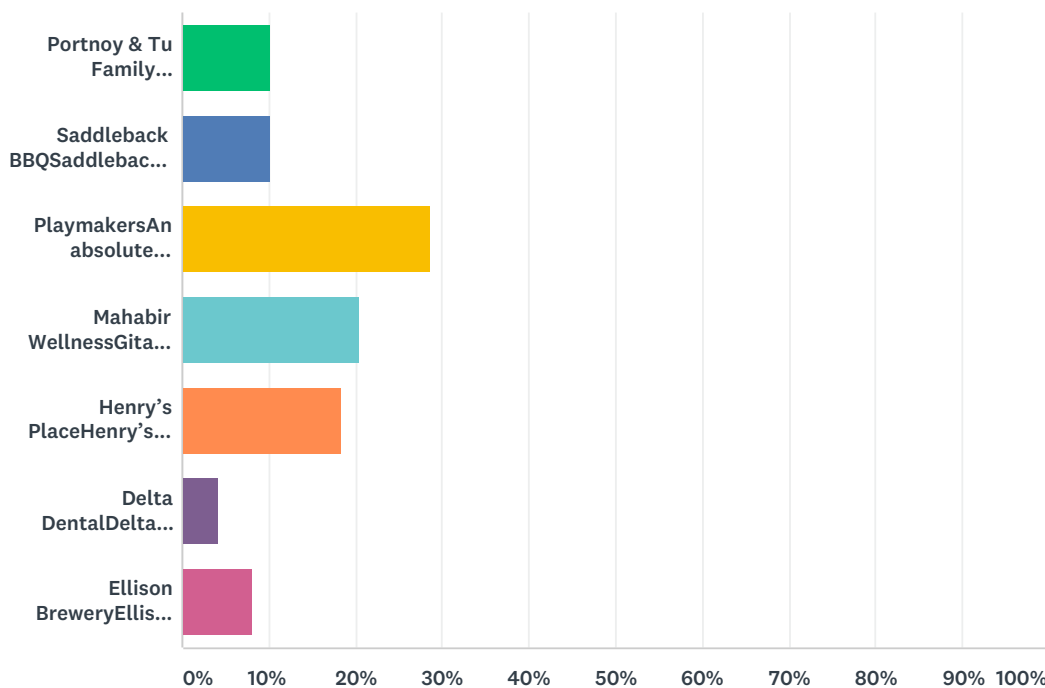


ANSWER CHOICES	RESPONSES
<p>Launch Trampoline Park Launch Trampoline Park, a MABA member, hosted their ribbon cutting on 2.27.2019. Launch is a year-round, indoor entertainment center with trampoline courts as their signature attraction. Classic pastimes like basketball, dodgeball, laser tag, arcade and food offerings are housed in the region’s most modern venue. This investment repurposed nearly 20,000 square feet of Meridian Mall and is drawing new foot-traffic to the mall.</p>	24.07% 13
<p>X-GolfX-Golf opened in January 2019 and offers the highest tech, indoor golf simulators. MSU alum Nick Swanson owns the new indoor facility in the Target-Kroger shopping center on Marsh Road. Corporate events, private parties, league play and instruction can all be had – even during the coldest February day in Michigan! Golf twelve months a year by having X-Golf as your home course this winter!</p>	3.70% 2
<p>High Caliber Karting & Entertainment HCK, a MABA member, hosted a soft opening 8.30.19 with a formal grand opening and ribbon cutting on 9.20.19. Nearly 80,000 square feet of pure adrenaline in the former Younkers space in Meridian mall includes two high-speed go kart tracks, 8 lanes of axe throwing, pocket soccer, racing simulators and video games and a pub and bistro as well! Corporate meetings, private events and birthday parties can be held in one of their three private function rooms. Get a rush of a lifetime at High Caliber Karting and Entertainment.</p>	42.59% 23

<p>Orthopedic Rehab SpecialistsORS, a MABA member, hosted an open house on 1.28.19 with a formal grand opening and ribbon cutting ceremony on 3.13.19. These award winning physical therapists have eight locations in mid-Michigan, including their newest location off Marsh Road in Okemos. They treat all kinds of chronic pain and injuries centered around the back, knee, neck & shoulder, wrist, arm & elbow or foot & ankle. Get back to living, working and playing again the way you want to...pain free!</p>	18.52%	10
<p>Peak Performance Physical TherapyPeak Performance Physical Therapy hosted its grand opening on 9.10.19. Perfectly placed adjacent to Playmakers, award winning business owner Jill Marlan chose Meridian Township for her first expansion. Jill and her team provide an advanced integrated approach to minimize or eliminate your pain, to restore mobility, strength, flexibility and balance as well as to maximize function for activities of daily living, work and recreation. We feel educating our patients so they are allowed to take charge of their own health is an important focus as we develop our customized treatment programs.</p>	5.56%	3
<p>Okemos Elevation ApartmentsPhase one of the breathtaking Okemos Elevation luxury apartments near the Okemos and Jolly road intersection was unveiled at their 6.19.18 ribbon cutting ceremony. Now completely occupied, phase two, comprised of 5 new residential buildings, is underway so even more residents can experience the most modern housing stock in the region.</p>	5.56%	3
TOTAL		54

Q2 Established Business of the Year This award recognizes a business located within Meridian Township that has been open for business since at least January the year prior to this nomination (approximately 2 years minimum). Worthy candidates can be considered for a variety of reason including, but not limited to: Expansion, Relocation or reinvestment in their brand or location; Introduction of a new product or service offering the community values; Creation of new employment opportunities; Noticeable increase in community engagement/volunteerism/service. (Nominees in no particular order. Please select one winner.)

Answered: 49 Skipped: 5



ANSWER CHOICES	RESPONSES
Portnoy & Tu Family Dentistry Drs Portnoy and Tu, MABA members, joined forces in 2005 and opened their practice on Hamilton Road. In September 2019, Portnoy and Tu hosted their open house and ribbon cutting ceremony at their beautiful built-from-the-ground-up facility on Jolly Road. Both doctors feel strongly about making a strong positive contribution to Meridian Township and to mid-Michigan. They are active members of several local, regional and national professional and business organizations. They are dedicated to helping our neighbors in need through a variety of local activities and charitable donations.	10.20% 5
Saddleback BBQ Saddleback BBQ chose Meridian Township for their first expansion location and hosted a grand opening on 11.8.2017. Due to overwhelming demand, they've had two dining room expansions in less than two years! If you've been to either Saddleback location, you know what we're talking about. Adding locally owned and successful restaurants to Meridian is a great investment in the Township.	10.20% 5
Playmakers An absolute regional - if not statewide - icon, Playmakers seems to be omnipresent sponsoring and participating in countless school and community races. A long history of amazing service and quality products drives the community to Meridian Township for the best in running and outdoor apparel. This past year Playmakers sought a quality neighbor and helped land Peak Performance Physical therapy (a shoe in!), leaving enough space for a community room in between these two amazing companies.	28.57% 14

<p>Mahabir Wellness Gita Mahabir has been in business in Haslett for five years now, and over these past 12-months has really increased her presence in the regional networking community and has sponsored or supplied door prizes to dozens of events and fundraisers. Gita specializes in a mix of holistic and medical skincare techniques and has developed a wide range of products to suit her clients' individual needs. In addition to skincare, Gita provides individualized counseling services in order to treat clients who are experiencing divorce, depression, PTSD, and many more.</p>	20.41%	10
<p>Henry's Place Henry's Place, a MABA member, opened its doors in 2016. If you do any form of social media, you know Henry and Henry's Place. An Okemos High School graduate, Henry chose Meridian Township for his establishment. Henry is a real thought leader and has countless ideas on how to assist in the Township's vibrancy, hosting everything from live music, poetry, car shows and unique holiday events. Henry's Place has quickly become a Township favorite.</p>	18.37%	9
<p>Delta Dental Delta Dental has made amazing contributions to the Township and region in the past year. Delta Dental of mid-Michigan donated \$50,000 to the new Marketplace on the Green (farmers market) which will allow a performance stage and \$200,000 to the new Lansing waterfront Rotary Park. In addition to their efforts to create vibrancy in the places their employees live, they are wrapping up a campus beautification project to the tune of nearly \$10 million! This major investment in the Township is meant to drive employee attraction and retention as well as general beautification of one the region's major employers.</p>	4.08%	2
<p>Ellison Brewery Ellison Brewing was founded in 2015 and immediately became a local favorite. A small and eclectic taproom with adjacent food truck give you all you really need, but due to its success and popularity (and limited space), Ellison took the gains made in Meridian Township and are about to open its second location in REO Town and a third in Indianapolis!</p>	8.16%	4
TOTAL		49



7. A. ii

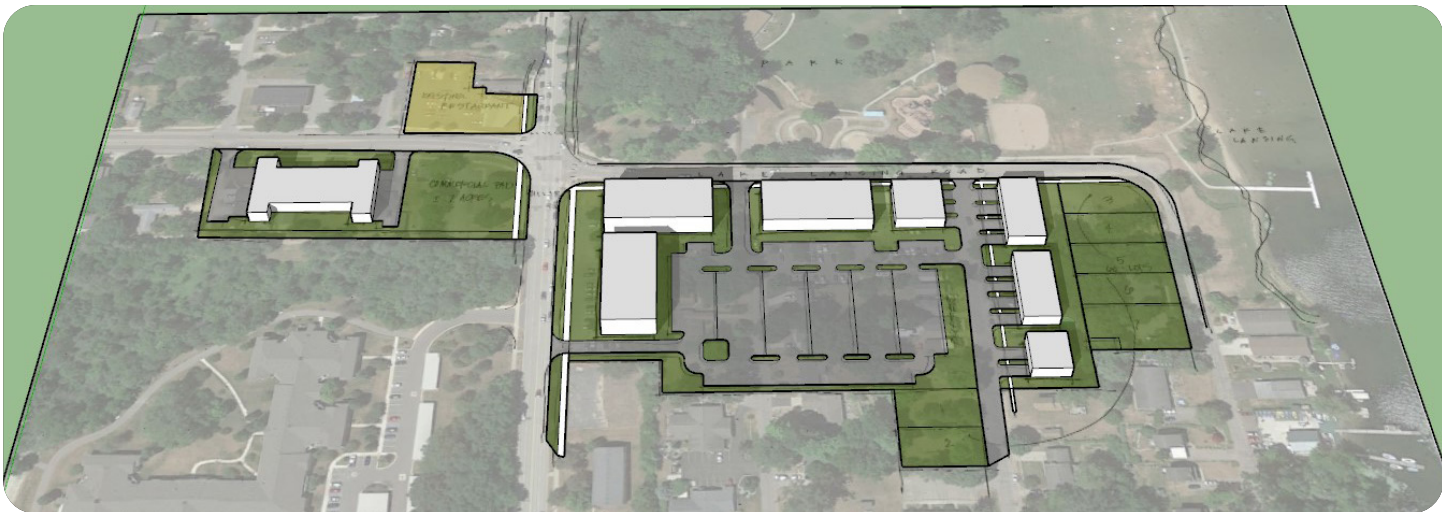
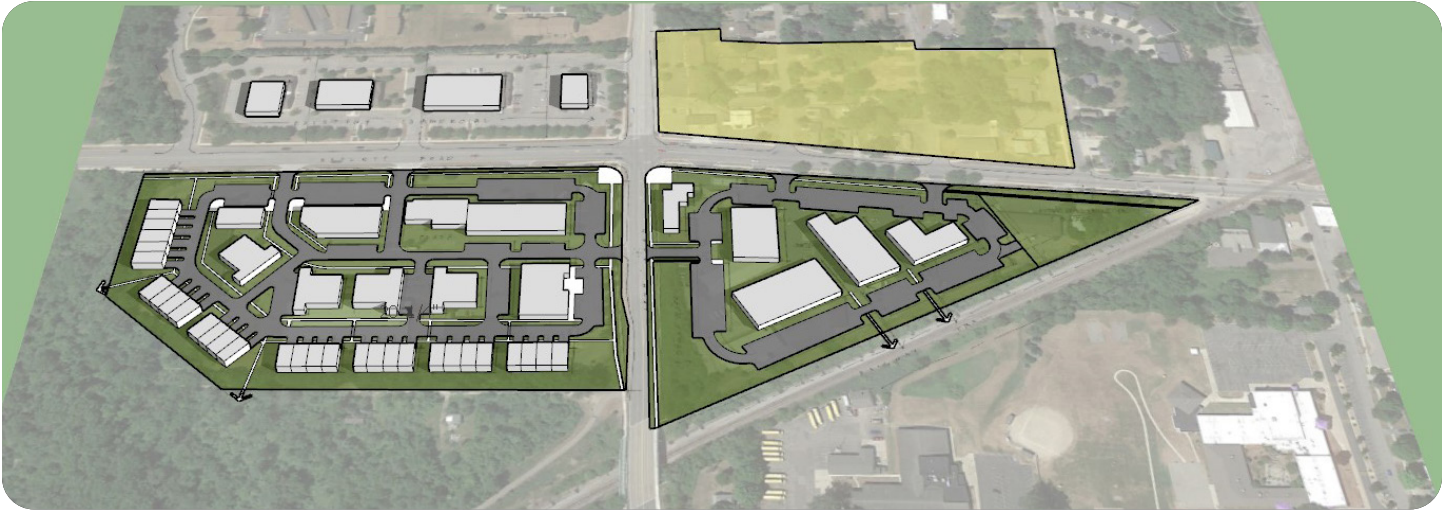
To: Economic Development Corporation Members
From: Chris Buck, Economic Development Director
Date: 11.7.2019
Re: School District Engagement

Staff has uncovered a pretty exciting opportunity. Scott Weaver of Douglas J retained two drink carts when Walnut Hills Country Club was liquidated. He offered (in conversation, followed by pictures so he seems committed but we haven't consummated an agreement) to donate these drink carts to the EDC. In a joint effort between Douglas J, the EDC and the School Districts, I imagine cleaning these up, branding them with Haslett and Okemos graphics, updating the tailgate to offer dry goods to complement the existing coolers, and have each school operate them as ad hoc food trucks. The EDC can assist with their goal setting, use of funds etc. This is all a thought sparked by the conversation we had last month. I have NOT approached either school at this point, but plan to do so asap. I think until the schools confirm their interest, the EDC and Douglas J can hold tight. If they like the idea, then we'll have some good work to do!

A picture is below to give you an idea of what we're talking about.







Meridian Township Market Assessment Focus on: Haslett Village & Lake Lansing Area



PREPARED BY:
Giffels Webster
The Chesapeake Group, Inc.

Meridian Township Market Assessment

Focus on: Haslett Village & Lake Lansing Area

The following is a market assessment for Meridian Township focused on the Haslett Village and Lake Lansing areas of the Township. It is the premise or the proof of concept for the suggested development of the area and select sites.

The focus is on both current and future market conditions and is based on various data, analytics and analytical methods. The indicated demand is based on historical data, new data developed on area property sales and rentals, trends in office and residential space, analytics from survey of several thousand households in the Lansing-East Lansing area conducted in the past two years by The Chesapeake Group for other public and private sector clients, and demand forecasting for residential and non-residential activity.

Historical Development Pattern for Added Rooftops

From 2010 through 2017, the Lansing-East Lansing CBSA (Core Based Statistical Area - defined by the US Census as Clinton, Eaton, and Ingham Counties) annual number of total new housing units permitted ranged from a low of 416 in 2011 to a high of 1,225 in 2016. During that time, a low of 42 multi-family units in 2011 to a high of 560 units multi-family units were permitted.

Table 1 - Lansing-East Lansing CBSA Residential Building Permits 2010 through 2018*									
Lansing-East Lansing CBSA	2010	2011	2012	2013	2014	2015	2016	2017	2018
Units in Single-Family Structures	451	374	412	508	455	496	521	533	131
Units in All Multi-Family Structures	226	42	187	475	300	560	704	374	39
Units in 2-unit Multi-Family Structures	0	0	0	0	2	2	8	10	2
Units in 3- and 4-unit Multi-Family Structures	0	0	0	0	4	18	14	20	4
Units in 5+ Unit Multi-Family Structures	226	42	187	475	294	540	682	344	33
Total Units	677	416	599	983	755	1,056	1,225	907	170

*Developed by The Chesapeake Group, Inc. based on HUD data, 2019.

Between 2010 and 2017, a total of more than 6,600 housing units were permitted in the CBSA. Of these units, about 57 percent were single-family homes and 43 percent defined as multi-family units.

Table 2 - Lansing-East Lansing CBSA Residential Building Permits Total and Percent Single and Multi-family Units Permitted 2010 through 2017*	
Lansing-East Lansing CBSA	2010-2017
Single	3750
Percent	56.7%
Multi	2790
Percent	43.3%
Total	6618

*Developed by The Chesapeake Group, Inc. based on HUD data, 2019.

The proportion of single-family units permitted from 2010 through 2014 was higher than that for 2015 through 2017. Therefore, the percentage of multi-family units permitted is higher in the later years than in the previous years. It is also noted that the preponderance of multi-family units throughout the entire period are associated with structures containing five or more units.

Table 3 - Lansing-East Lansing CBSA Residential Building Permits Proportions 2010 through 2018*									
Lansing-East Lansing CBSA	2010	2011	2012	2013	2014	2015	2016	2017	2018**
Total Units	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Units in Single-Family Structures	66.6%	89.9%	68.8%	51.7%	60.3%	47.0%	42.5%	58.8%	77.1%
Units in All Multi-Family Structures	33.4%	10.1%	31.2%	48.3%	39.7%	53.0%	57.5%	41.2%	22.9%
Units in 2-unit Multi-Family Structures	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.7%	1.1%	1.2%
Units in 3-4-unit Multi-Family Structures	0.0%	0.0%	0.0%	0.0%	0.5%	1.7%	1.1%	2.2%	2.4%
Units in 5+ Unit Multi-Family Structures	33.4%	10.1%	31.2%	48.3%	38.9%	51.1%	55.7%	37.9%	19.4%

*Developed by The Chesapeake Group, Inc. based on HUD data, 2019.

The number of new housing units permitted in Ingham County peaked between 2002 and 2005 before the Great Recession. The low points for permitted units occurred in the years 2008 and 2009.

From 2010 through 2017, Ingham County’s annual number of new housing units permitted ranged from a low of 245 in 2011 to a high of 858 in 2016. During that time, a low of 37 multi-family units in 2011 to a high of 616 units multi-family units were permitted.

Table 4 -Ingham County Residential Building Permits 2010 through 2018*									
Ingham County	2010	2011	2012	2013	2014	2015	2016	2017	2018
Units in Single-Family Structures	249	208	217	280	243	239	242	274	431
Units in All Multi-Family Structures	216	37	144	470	72	496	616	262	196
Units in 2-unit Multi-Family Structures	0	0	0	0	0	0	0	2	235
Units in 3- and 4-unit Multi-Family Structures	0	0	0	0	0	4	4	16	0
Units in 5+ Unit Multi-Family Structures	216	37	144	470	72	492	612	244	0
Total Units	465	245	361	750	315	735	858	536	235

*Developed by The Chesapeake Group, Inc. based on HUD data, 2019.

Ingham County permitted just over 2,300 multi-family housing units between 2010 and 2017. The average number of multi-family units permitted each year was 289. Unmistakably, the share of single-family units permitted throughout Ingham County declined from 2010 to 2017 from the 1998 to 2009 years.

From 2011 through 2018, or since the technical conclusion of the Great Recession, Ingham County permitted 4,231 units. The average number of permitted units per year is 529. On average, 45% of the units were single-family.

Since the technical end of the Great Recession, the Township permitted almost 1,200 housing units through 2019. The Township on average permitted 147 new housing units per years. This represents about 28 percent of the County’s total. For the Township, the average number of multi-family units permitted is close to being equal the number of single-family units permitted.

Table 5 - 2011 through 2018 Total and Annual Average Permitted Units for Meridian*

Meridian Township	2011-2018	Annual Avg
Total Units	1172	147
Units in Single-Family Structures	607	76
Units in All Multi-Family Structures	565	71
Units in 2-unit Multi-Family Structures	0	0
Units in 3- and 4-unit Multi-Family Structures	0	0
Units in 5+ Unit Multi-Family Structures	565	71

*Developed by The Chesapeake Group, Inc. based on HUD data, 2019.

Vibrant & Diverse Existing Housing Market

To further define market conditions for the Township, information was gathered for various zip code areas on characteristics of homes being sold and have been sold using online sources such as Realtor.com and Zillow.com.

Homes were categorized by their per square foot sale price. The following are characteristics associated with housing sales for the zip code areas where sufficient information existed to define patterns.

Table 6 - Sale/Sold Units by Select Zip Codes Including primary Okemos and Haslett Area Zip Codes and Market Critical Areas*		
Zip Code 48823	Zip Code 48864	Zip Code 48840
Under \$99/Sq. Ft.	Under \$99/Sq. Ft.	Under \$99/Sq. Ft.
Range in price/ft is \$59 to \$99	Range in sale price per square foot is \$64 to \$97	Range in sale price per square foot, \$87 to \$99
Most are 3 & 4 bedrooms	Mostly 4 bedrooms with some 3 & 5	Mostly 4 bedrooms with lesser 3 & more than 4
Range in sale price from \$160,000 to \$545,000	Range in sale price from \$95,000 to \$584,000	Range in sale price from \$70,000 to \$585,000
53% of all units above \$200,000	64% of all units above \$200,000	47% of all units above \$200,000
\$75/ft & under, Generally built before 1965	Avg sale price per square foot \$75	Avg sale price per square foot \$94
\$76 to \$89, Generally built before 1965	Avg sale price \$296,000	
\$90 to \$99 Generally built 1950s through 1980s	Average sq feet 3,500	Average sq feet 2,650
\$100 to \$149/Sq. Ft.	\$100 to \$124.99/Sq. Ft.	\$100 to \$124.99/Sq. Ft.
Those below \$110 all built before 1970	Range in sale price per square foot \$101 to \$124	Range in sale price per square foot \$106 to \$129
\$110 to \$119, Pre 1990 with largest pre-1950	Most 4 & 5 bedrooms with some 3	Most 3 bedrooms with less 2 and 4 bedrooms
\$120 range, majority pre-1955	Range in sale price from \$130,000 to \$700,000	Range in sale price from \$90,000 to \$780,000
Mostly 3 & 4 bedrooms with some 2 bedrooms	85% of all units above \$200,000	60% of all units above \$200,000
	Avg sale price per square foot \$115	Avg sale price per square foot \$119
	Avg sale price \$360,000	Avg sale price \$293,000
	Avg sq feet 3,400	Avg sq feet 2,470
\$150 or more/Sq. Ft.	\$125 to \$199/Sq. Ft.	\$125 to \$199/Sq. Ft.
Range in sale price from \$126,000 to \$629,000	Range in sale price per square foot \$126 to \$195	Range in sale price per square foot \$132 to \$148
Largely 2, 3 & 4 bedrooms, but mostly 3	Mostly 3, 4 & 5 bedrooms	Mostly 3 bedrooms with some 4
Preponderance is two-stories	Range in sale price from \$140,000 to \$1,100,000	Range in sale price \$130,000 to \$799,000
27% above \$185,000 with most built since 2000	94% of all units above \$200,000	59% of all units above \$200,000
	Avg sale price per square foot \$145	Avg sale price per square foot \$145
	Avg sale price \$459,000	Avg sale price \$250,000
	Avg sq feet 3,175	Avg sq ft 1,730
	Majority built since 2000, with many of these since 2010	
	\$200 or More	\$200 or More
	Range in sale price per square foot \$200 to \$238	Avg sale price per square foot \$231
	Mostly 3 bedrooms	Avg sale price \$535,000
	Range in sale price from \$389,000 to \$440,000	Avg sq ft 2,320
	100% of all units above \$200,000	
	Avg sale price per square foot \$211	
	Avg sale price \$410,000	
	Avg sq feet 1,940	
Condos	Pre-2000 Condos	Condos
Consists of mainly three-bedroom units, some 2 & 1	Most built in later 1970s thru mid-1980s	Most built during 1970s and others 1980s
Avg sq feet 1,760	Avg sq feet 1,530	Avg sq feet 1,260
Avg price 4254,000	Avg price per unit \$106,000 but huge disparities	Avg price per unit \$140,000
Avg payment /sq ft \$144	Avg price /sq ft \$69	Avg price/sq ft \$111
Avg sq ft from cost/sq ft 154	Most 2 bedrooms	
Newer Condos (since 2000)	Post-2000 Condos	
Avg sq feet 2,040	All built during 2005 or later	
Avg price \$331,000	Avg sq feet 2,190	
Avg payment /sq ft \$162	Avg price per unit \$319,000	
Avg sq ft from cost/sq ft \$178	Avg price/sq ft \$146	
	Most built during 1970s and others 1980s	

*Developed by The Chesapeake Group, Inc., 2019. Covers 2018 and 2019.

The rental market continues to be robust as well. The following table contains information for each of the zip codes on rental units.

Table 7 - Rental Units by Select Zip Codes Including Primary Okemos and Haslett Area Zip Codes and Market Critical Areas					
Zip Code 48823*		Zip Code 48864**		Zip Code 48840***	
Studio		Studio			
Avg sq feet	525	Avg sq feet	500		
Avg payment	\$781	Avg payment	\$800		
Avg payment /sq ft	\$1.49	Avg payment /sq ft	\$1.60		
One-bedroom		One-bedroom		One-bedroom	
Avg sq feet	727	Avg sq feet	712	Avg sq feet	590
Avg payment	\$931	Avg payment	\$1,008	Avg payment	\$713
Avg payment /sq ft	\$1.28	Avg payment /sq ft	\$1.42	Avg payment /sq ft	\$1.21
Two-bedroom		Two-bedroom		Two-bedroom	
Avg sq feet	1,065	Avg sq feet	990	Avg sq feet	923
Avg payment	\$1,211	Avg payment	\$1,225	Avg payment	\$855
Avg payment /sq ft	\$1.14	Avg payment /sq ft	\$1.24	Avg payment /sq ft	\$0.93
Three to five but mostly four-bedroom		Three-bedroom			
Avg sq feet	1,433	Avg sq feet	1,266	Avg sq feet	1,150
Avg payment	\$2,500	Avg payment	\$1,673	Avg payment	\$1,230
Avg payment /sq ft	\$1.74	Avg payment /sq ft	\$1.32	Avg payment /sq ft	\$1.07
		Four-bedroom			
		Avg sq feet	1,350		
		Avg payment	\$2,844		
		Avg payment /sq ft	\$2.11		

*Developed by The Chesapeake Group, Inc., 2019

***Competitive Apartment Examples**

- Castle Point
- Block 36
- Coolidge Place
- Hunter's Ridge
- The Beaumont
- Hull Apartments
- Quarters at East Lansing
- Ashton Lake
- The Gates & The Manor at Campus View

- Homestead
- The Tower of Campus
- Timber Lake
- NOCA Lofts
- The Rocks
- Red Cedar Flats
- Arbor Forest
- Abbot Pointe
- Campus Village

****Competitive Apartment Example**

- Cedar Creek
- Hamilton Road House
- Elevation
- Central Park
- Okemos Station
- Fox Hollow
- Meridian Meadows
- Arrow Tree
- Knob Hill

- Club Meadows
- Hamilton Trace
- Time Square
- Waterberry Place
- Campus Hill
- Berrytree
- The Hamptons
- Countryway East
- Chief Okemos Circle

*****Competitive Apartment Example**

- Nemoke Trails
- Lakewood
- Benson
- Lake of the Hills
- Pine Lake Meridian

- Forest View
- Maple Ridge Road
- E. Saginaw Road
- Marsh Point

Institutional Influence

The institution that has the most significant impact on Meridian Township is Michigan State University. According to a recent study done by the University on its economic impact on the community, MSU had a \$2.9 billion impact on Ingham County, with \$192 million being spent with local businesses. Almost 2,500 MSU employees live in the Township, which is 22% of the University’s employment. Furthermore, the University estimates that the number of employees residing in the Township grew slightly from 2,390 to 2,457 between 2010 and 2019.

The main campus of Michigan State University continues to grow, resulting in an expanded enrollment as well as limited increases in professional and support staff. The student enrollment grew by 8.9% between 2008 and 2018. A 6.8% growth occurred between 2010 and 2018 growth. There are roughly 39,000 undergraduate and 11,000 graduate students. About three-fourths of the students are classified as “in-state,” and 69% of the students live off-campus. Unlike the employees of MSU, roughly 29,000 live in neighboring East Lansing, where students represent about 60% of the total population of the jurisdiction.

Table 8 - Student Enrollment Trends - Michigan State University Campus*	
Term (Fall)	Enrollment
2008	46,648
2009	47,278
2010	47,131
2011	47,954
2012	48,906
2013	49,343
2014	50,085
2015	50,543
2016	50,344
2017	50,019
2018	50,351

*Enrollment Source: Michigan State University.

The staff has expanded at a slow pace, as found in Table 9.

Table 9 - Staffing Level Trends - Michigan State University Campus*				
Year	Staff Levels			Source
	Faculty & Academic Staff	Support Staff	Total Staff	
2000	-	-	12,300	Lansing Chamber 101[1]
2015	5,666	7,115	12,781	MSU
2018	5,723	7,201	12,924	MSU

*Source: Michigan State University.

Also, 42,000 MSU alumni reside in Ingham County. The alumni estimate represents 16% of the alumni living in Michigan. MSU estimates that the retention rate of the County is 7%.

Due to changing economics for state universities, future growth in faculty is expected to be marginal, while it is already clear that student enrollment has not changed substantially since 2014. Also, the University’s study suggests that Meridian Township will see a decline in the scale of students living in Meridian Township in the near future as additional housing development expands in Lansing.

Market for New Housing

Based on historical patterns in the Region, County, and Township, as well as The Chesapeake Group’s database derived from surveys of residents in the region, research by TCG and others identified in the analysis, the potential for new housing units in Meridian Township, the Okemos area, and the Haslett area are defined. Two scenarios are presented. One is defined as “High,” while the other is called “Low.” The “High” alternative is possible to achieve but is less likely to occur than the “Low” scenario.

As contained in Table 10, in the High alternative, Meridian Township will support a total of roughly 1,740 new homes by 2025, with Okemos area supporting over 833 new homes and Haslett supporting 660 units. In the second alternative, the figures are 910, roughly 420, and 290, respectively.

Table 10 - Marketable Total New Homes in the Township and Okemos and Haslett Areas by 2025*				
High	Total Units	Single units/yr	Min. multi units/yr	2025 Total
Meridian Township	248	129	119	1,736
Okemos	119	62	57	833
Haslett	94	49	45	660
Low	Total Units	Single units/yr	Min. Multi units/yr	2025 Total
Meridian Township	130	68	62	910
Okemos	60	31	29	419
Haslett	42	22	20	290

*Developed by The Chesapeake Group, Inc., 2019.

Based on surveys conducted in the past two years in areas of Michigan, including the Lansing-East Lansing area, it is expected that about 35% of the units will be homeowner occupied.

Development interest often target different income households for marketing purposes and to build units that will either rent or sell. Based on the noted surveys of households in the region, including households currently residing in the Township, the following is a breakdown of age and income cluster market share components.

Table 11 - Market for New Housing By income and Age Clusters of Occupants*			
Age Cluster	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more
Under 25			12.8%
25 to 34	23.1%		21.3%
35 to 44	13.5%	22.2%	19.1%
45 to 54	19.2%	17.8%	23.4%
55 to 64	15.4%	13.3%	17.0%
65 to 74	25.0%	35.6%	2.1%
75 or over	3.8%	11.1%	4.3%
Total	100.0%	100.0%	100.0%

*Developed by The Chesapeake Group, Inc., 2019. For those left blank in the table, there is insufficient statistical data. Based on TCG survey of residents in the region including Haslett and Okemos zip codes of future housing needs and desires.

Further breakdown of the market is found in the following table. Provided is the preferred rent or mortgage associated with income clusters and the proportions of the market preferring certain rents or mortgage payments.

Table 12 - Income Strata and Preferred Payments for Each Strata*							
Preferred Rent or Mortgage Payment	Percent Less than \$75,000 Income	Preferred Rent or Mortgage Payment	Percent \$75,000 to \$99,999 Incomes	Preferred Rent or Mortgage Payment	Incomes \$100,000 to \$149,999	Preferred Rent or Mortgage Payment	Incomes \$150,000 or More
Less than \$600	11.8%	\$800-999	18.1%	\$600-799	4.7%	\$800-999	4.0%
\$600-799	15.1%	\$1,000-1,249	56.8%	\$800-999	17.8%	\$1,250-1,499	18.1%
\$800-999	19.4%	\$1,250-1,499	11.2%	\$1,000-1,249	37.3%	\$1,500-1,750	21.8%
\$1,000-1,249	23.7%	\$1,500-1,750	14.0%	\$1,250-1,499	22.0%	\$1,750-1,999	16.8%
\$1,250-1,499	14.0%			\$2,000-2,499	18.2%	\$2,000-2,499	10.1%
\$1,500-1,750	16.1%					\$3,000 or more	29.1%

*Developed by The Chesapeake Group, Inc., 2019. Based on TCG survey of residents in the region including Haslett and Okemos zip codes of future housing needs and desires.

Several developments are likely to break ground soon or are well underway in the development process. One is in Okemos, and the other two are in Haslett.

Major Okemos Area Development

- Occupancy expected late summer to early fall of 2021.
- All units and commercial being built simultaneously
- 205 rental housing units
- \$2.00 per square foot price points
- 55,000 to 60,000 square feet of retail space. The anchor tenant is a salon and spa taking 15,000 to 18,000 square feet of the space.

Major Haslett Area Projects

- 225 residential rental units (Newton Pointe), and 88 units of traditional single-family homes (Cooper Creek).
- Multiple housing types.
- 6,000 square feet of commercial space carriage homes, traditional flats over retail, quads, and 10-plexes (Newton Pointe).

The new developments are subtracted from the future potential Table 13.

Table 13 - Marketable Total New Homes in the Township and Okemos and Haslett areas by 2025, With the Units Associated with the New Development Extracted from the Totals*	
High	2025 Total
Meridian Township	1,218
Okemos	628
Haslett	347
Low	2025 Total
Meridian Township	392
Okemos	214
Haslett	37

*Developed by The Chesapeake Group, Inc., 2019

In the “High” alternative, substantial growth in additional housing is anticipated in all areas. In the “Low” scenario, Haslett is likely to have more limited opportunities.

Market for New Retail Goods and Related Services

New rooftops result in increased spending and demand for retail goods and related supportable space. It is noted that no jurisdiction can be expected to capture all demand created by any market. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to the area for a range of purposes will spend money in the Township. Some dollars are exported, while others are imported to the Township.

Based on the anticipated growth in rooftops, Meridian Township is expected to be able to support between 195,000 and 373,000 square feet of additional retail goods and related services space by 2025.

Okemos is expected to support between 90,000 and 179,000 square feet of additional space by 2025. It is noted that the development expected to be completed in 2021 will diminish these figures to between 30,000 to 119,000 square feet.

For Haslett, there will be the demand for an additional square feet of retail goods and related service space of between 62,000 and 142,000. Excluding the two development projects, the added defined demand for space is between 56,000 and 136,000 square feet. It is noted that certain areas of Haslett have vacant commercial space, comprising roughly more than 25 percent of older structures. It is possible that the relocation of tenants from those older developments could result in higher figures for new space in Haslett.

Table 14 - Collective Retail Goods and Services demand for New Supportable Space for the Township, Okemos, and Haslett*

Category	Meridian 2025 Added Space (High)	Meridian 2025 Added Space (Low)	Okemos 2025 Added Space (High)	Okemos 2025 Added Space (Low)	Haslett 2019 Added Space (High)	Haslett 2025 Added Space (Low)
Food	28,615	14,998	13,734	6,901	10,874	4,799
Eat/Drink	17,981	9,426	8,631	4,336	6,833	3,017
General Merchandise	187,691	98,390	90,092	45,257	71,324	31,480
Furniture	6,281	3,294	3,015	1,515	2,387	1,054
Transportation	26,864	14,084	12,897	6,480	10,209	4,507
Drugstore	7,230	3,790	3,471	1,743	2,747	1,213
Apparel	33,669	17,648	16,162	8,118	12,792	5,645
Hardware	12,563	6,585	6,031	3,029	4,776	2,107
Vehicle Service	3,398	1,782	1,631	820	1,290	570
Miscellaneous	48,253	25,297	23,162	11,632	18,332	8,095
Total	372,545	195,294	178,826	89,831	141,564	62,487

*Developed by The Chesapeake Group, Inc., 2019

The following provides some of the types of operations associated with each of the major retail goods and related services categories.

Food - supermarkets, independents, bakeries, dairies

Eat/Drink - restaurants, carry outs, fast food, sub shops, coffee shops

General Merchandise - department stores, box stores, warehouse stores, sporting goods

Furniture - furniture, home furnishings, office stores, electronic operations

Transportation - new vehicles, previously owned vehicles, tires and parts, marine sales, auto and truck rentals

Drugstores - pharmacies

Apparel - men, youth, infants, family, shoes, uniforms

Hardware - home improvement centers, hardware, lawn and garden

Vehicle Service - gasoline, vehicle repairs

Miscellaneous - barber shops, beauty shops and supplies, bookstores, bowling centers, tobacco dealers, vapor dealers, dry cleaners, laundries, photographers, printing, paper goods, gifts and novelties, newsstands

Market for New Office Space

The office market continues to change with the increased emphasis on flexible work arrangements, co-working space, and in-home live/work activity. For areas and buildings with vacancies, the current vacancy rate is relatively high, and rents are at a modest level.

Table 15 - Vacant Space in Office Structures with Advertised Vacancies*				
Space	Zip 48864 % of Advertised Space Vacant	Zip Code 48864 Rent	Zip 48840 % of Advertised Space Vacant	Zip Code 48840 Rent
Office	25.4%	\$16 +	17.7%	Some \$18, Most \$20 +
Retail	26.9%	\$15	26.9%	\$15
Mixed-use			3.2%	Mid \$20s to \$45

*Developed by The Chesapeake Group, Inc., 2019

Added rooftops, growth in University-related medical space, and increased demand for professional services derived from the new households create demand for office space. In Okemos, new demand generates between an additional 25,000 and 50,000 square feet. For Haslett, the demand is between 17,500 and 40,000 square feet.

Table 16 - Total Additional Supportable Office Space*	
High	2025 Additional Total Office
Meridian Township	104,000
Okemos	50,000
Haslett	39,600
Low	2025 Additional Total Office
Meridian Township	55,000
Okemos	25,100
Haslett	17,500

*Developed by The Chesapeake Group, Inc., 2019

Composite Opportunities

Table 17 contains the composite opportunities for Okemos and Haslett for both the defined scenarios.

Table 17 - Composite Housing Units and Space Opportunities for Okemos and Haslett Areas of Meridian Township*				
Category	Okemos 2025 Added Space/Units (High)	Okemos 2025 Added Space/Units (Low)	Haslett 2025 Added Space/Units (High)	Haslett 2025 Added Space/Units (Low)
Housing	628	214	347	37
Retail	178,826	89,831	141,564	62,487
Office	50,000	25,100	39,600	17,500

*Developed by The Chesapeake Group, Inc., 2019. In addition to the three identified developments.

Breakdown of Opportunities for Targeted Areas

There are two priority areas for Haslett. One is the Haslett Village Square area of about 60 acres. The other is the more northern Lake Lansing/Marsh subarea of about 11 acres. The following defines possible opportunities for each.

Lake Lansing/Marsh Area

Opportunities would include niche housing and select commercial. The suggested niche housing would be marketed for live/work units. By 2025, recognizing that from plan initiation to completion of units, this area could capture about 200 units. The 200 units would be considered Phase 1 of the development. Assuming success with the initial phase and stable economic conditions after 2025, the number of marketable units on the site could grow to 500. This assumes the holding capacity of the land is capable of accommodating this number. Potentially 60-65% of the units would be rentals.

The housing would be mixed with, but not necessarily configured as, mixed-use structures, co-working office space, and limited small retail spaces totaling around 20,000 square feet. The focus of the retail would be on emerging “pick-up storefronts” for Amazon, FedEx, and others and eating establishments compatible with the co-working, live/work niche.

Haslett Village Square Area

This area is likely to require elimination/redevelopment of vacant commercial spaces (in many structures having a vacancy rate of more than 25%). By 2025, 50 to 75 units of new housing are likely to be marketable with the bulk of the units being condominiums or traditional homeownership units, depending on the physical form. While not explicitly marketed as such, live/work activity is probable because of the amenities/aesthetics that can be created in the area and market trends.

Furthermore, 40,000 to 50,000 of new retail space in addition to reconfigured current space is likely to be marketable along with Class A or B office space. The amount of new office space expected to be marketable is in the 25,000 to 50,000 square foot range.

November 21, 2019

Chris Buck
Meridian Township
5151 Marsh Rd
Okemos, MI 48864



MichiganWomenForward

Dear Chris:

In March 2018, Michigan Women Forward (MWF) acquired the Entrepreneurial Institute of Mid-Michigan (now “MWF Entrepreneurship Institute”) under MWF’s “WomanUP” initiative. This acquisition allows MWF to have a presence in the Lansing entrepreneurial ecosystem through a well-known and established organization while delivering on our mission: to accelerate Michigan’s progress by advancing equality and opportunity for women and girls.

Our first breakfast event took place in September 2018 and showed MWF that integrating these two organizations will allowed MWF, now thirty three years-old, to continue its goal of serving entrepreneurs statewide.

MWF is grateful for your past sponsorship and support of entrepreneurship in the Lansing area and now, we are pleased to invite you once again to join us as a sponsor in order to continue the tradition of the **Rise and Shine** entrepreneurial breakfast celebration:

DATE: January 14, 2020
TIME: 7:30 a.m. to 9:30 a.m.
LOCATION: The Kellogg Hotel & Conference Center
219 S Harrison Rd., East Lansing, MI

At the breakfast, we will share MWF’s accomplishments, its mission of accelerating entrepreneurship and the plans to increase access to capital and technical assistance for mid-Michigan women and a few good men.

Sponsorship options and associated benefits are outlined on the attached. Your continued support will mean even more as we continue making our advancement for women possible in our mid-Michigan area... please join us to celebrate all things MWF and the amazing work you make possible with your generous contributions. We would not be able to do what we do without your help!

Sincerely,

Carolyn Cassin
President & CEO

Dr. Joyce L. Suber
Executive Director,
Women’s Entrepreneurship Initiative



HONORING OUR PAST, PROPELLING OUR FUTURE.

1155 Brewery Park Blvd., Suite 350, Detroit, MI 48207 • 105 W. Allegan, Ste 10 & 11, Lansing, MI 48933
535 Cascade West Parkway, SE, Grand Rapids, MI 49546



**Entrepreneur Institute
Rise and Shine Breakfast
January 14, 2020
Sponsorship Opportunities**

Presenting Sponsor - \$10,000

- Recognition as the lead sponsor of the breakfast and in related press and collateral materials
- Lead representative invited to welcome guests at the ceremony
- 3 tables (24 tickets) with priority placement
- Highly visible recognition in event collateral, including sponsor signage, program, and audio visual presentation
- Corporate logo with link to website on MWF site for one year
- Exhibitor table
- Distribute promotional items to attendees

Champion Sponsor \$5,000

- 2 tables (16 tickets) with priority placement
- Recognition in event collateral, including sponsor signage, program, and audio visual presentation
- Corporate logo MWF site for one year
- Exhibitor table

Supporter Sponsor - \$2,500

- 1 table (8 tickets) with priority placement
- Recognition in event collateral, including sponsor signage, program, and audio visual presentation
- Corporate logo MWF site for one year

Table Sponsor - \$1,000

- 1 table (8 tickets)
- Recognition in event collateral, including sponsor signage, program, and audio visual presentation

Partner Sponsor - \$500

- 2 tickets
- Recognition in event collateral, including sponsor signage, program, and audio visual presentation



**Entrepreneur Institute of Michigan
Rise and Shine Breakfast
2020 Sponsorship Reply Form**

Contact Name: _____ Title: _____

Organization (as it should be recognized): _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

Alt. Contact Person: _____ Phone: _____

Sponsorship & Ticket Levels:

_____ Presenting Sponsor - \$10,000

_____ Champion Sponsor - \$5,000

_____ Supporter Sponsor - \$2,500

_____ Table Sponsor - \$1,000

_____ Partner Sponsor - \$500

_____ Individual Ticket - \$50

For more information about sponsorships, please contact Judy Welch, jwelch@miwf.org or 616.765.4224

Payment Information:

Check (payable to MWF)

Credit Card: Amex, Master Card or Visa

Name as it appears on card: _____

Card No.: _____ Expiration Date: _____ CVV _____

Signature: _____ Billing Address: _____

Please mail or email form to:

**Michigan Women Forward, Attention: Judy Welch
535 Cascade West Parkway SE, Grand Rapids, MI 49546**