

Business Support & Community Engagement During Downtown Construction

East Lansing City Council Meeting

April 9, 2019



Since We Last Presented...



Downtown East Lansing Events, Activities & Business Support



Downtown Events











Downtown Events & Activities













Upcoming Events





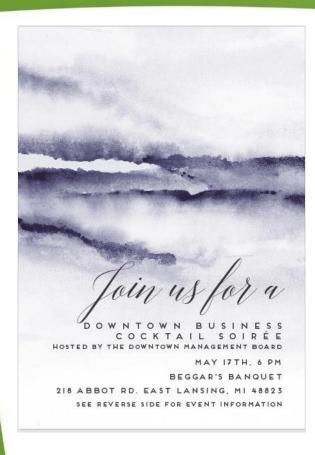


23rd ANNUAL
JUNE 21-22, 2019
Summer Solstice Jazz Festival

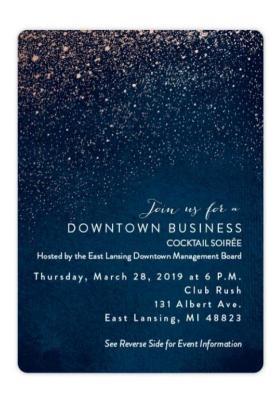




Downtown Business Support









Ribbon Cuttings & Grand Openings







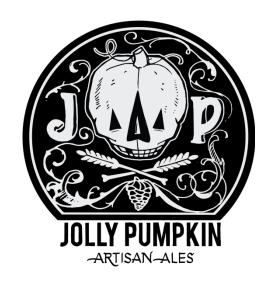


Businesses Opening Soon....













Marketing & Advertising



2019 Visitor's Guide

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VISITOR'S GUIDE 2019-2020 EAST EVENT WWW.DOWNTOWNEL.COM Children's Concert Series Mid-Winter Singing Festival MSII Science Festival East Lansing Art Festival Summer Solstice Jazz Festival Summer Concert Series Be A Tourist In Your Own Town Summer Concert Series Summer Concert Series Sidewalk Sales One Book, One Community Downtown Welcome Dance Great Pumpkin Walk East Lansing Film Festival Green Friday and Saturday Too Winter Glow



+ GALLERY (CURATED BY EAST ARBOR ARCHITECTURE) - IB from \$1.517,755,7310 MACKERL SV. BALLERY OF CUNTEMPORARY CRAFT ♥

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MSU Basketball Pre-Season Magazine







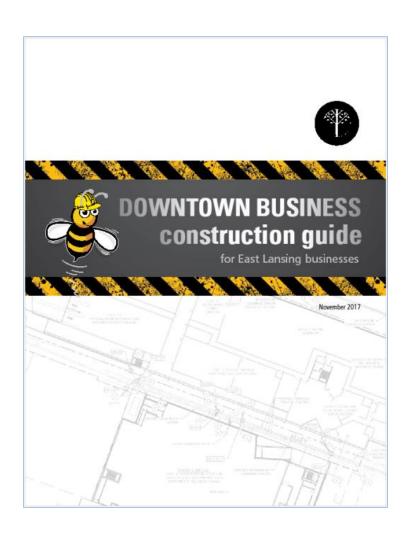
Downtown Parking Brochure







Downtown Business Construction Guide & What's the Buzz Cards





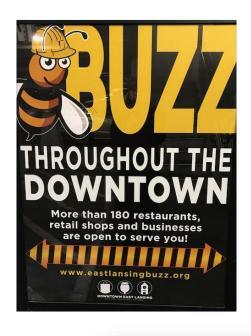




Banners & Signage













Billboard Ads







Social Media Partnership with Piper & Gold

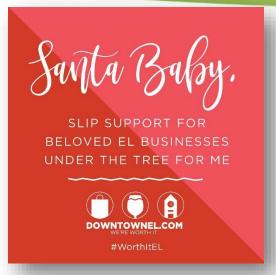
- Enhance Downtown EL Facebook, Instagram and Twitter presence
- Provide insightful metrics
- Develop creative social media campaigns





Social Media Posts















DMB Merchant Survey

 Identified merchant priorities for future marketing and business relations planning

Top priorities include: Social Media,
 Parking Assistance, Co-Op Advertising
 Opportunities
 Strongly agree Disagree Disagree Disagree
 N disagree D





Partnerships with Michigan State University & Broadening Scope



MSU & Downtown East Lansing

- MSU 486 Advertising Class
- MSU MKT 319 Market Research Survey
- MSU Art, Art History & Design Project



East Lansing Redevelopment Campaign Book

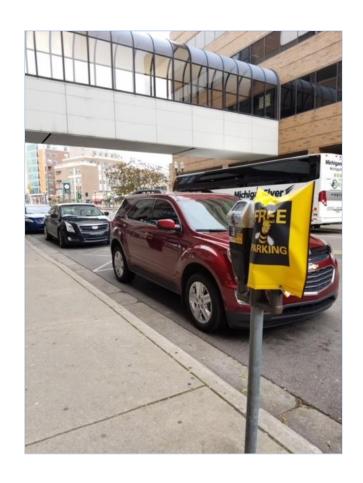
Advertising 486: Section 005 Group 2

Austen Davis, Danny Smith, Valerie Schuette, Yu Ilu, Adam Tull, & Ruijia He





Free Parking & Informational Resources

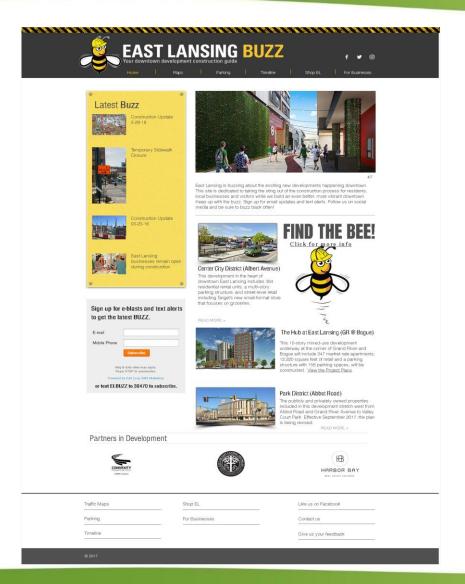








Eastlansingbuzz.org, E-blasts & Text Alerts



Sign up for e-blasts and text alerts to get the latest BUZZ.	
E-mail	
Mobile Phone	
	Subscribe
Msg & data rates may apply. Reply STOP to unsubscribe.	
Powered by Call Loop SMS Marketing	
or text ELBUZZ to 38470 to subscribe.	



A Few Items to Note....

• 697,112 Impressions on Social Media



A Few Items to Note....

 \$88,273.75 spent on marketing, DMB events and parking initiatives thus far



A Few Items to Note....

• 51,073 Parking Vouchers USED by Businesses



Outreach Since Construction Began.....

465 Subscribers to EL Buzz

1,035
Personal
Business
Visits By Staff

4 Business Huddles 697,112 Impressions on East Lansing Social Media

> \$88,273.25 spent on marketing, DMB events and parking initiatives

> > 101 Weekly Construction Meetings

82,100
Persons
Attending
Downtown
Festivals and
Events

55,635
Printed
Informational
Pieces

554 Email & Text Updates



51,073 EL

BUZZ

Parking

Vouchers

Used By

Downtown

Businesses