



# **Business Support & Community Engagement During Downtown Construction**

East Lansing  
City Council Meeting

April 9, 2019



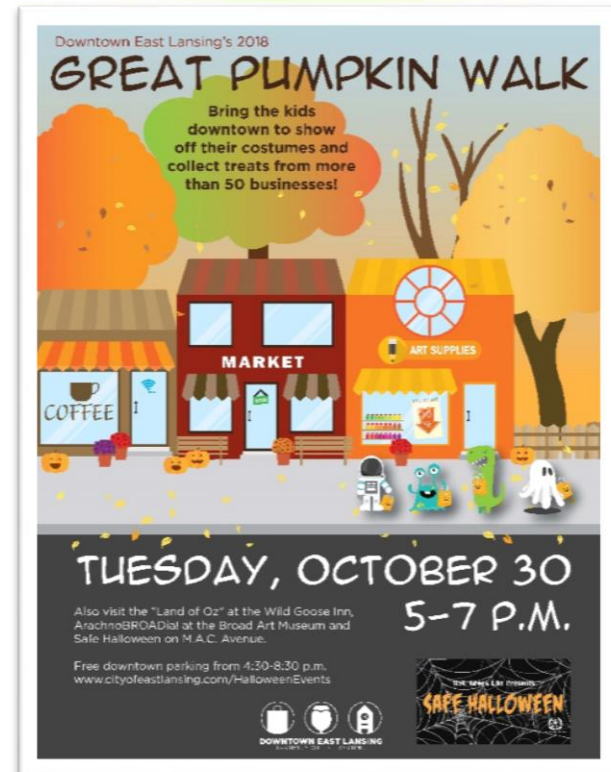
# Since We Last Presented...



Downtown East Lansing  
Events, Activities & Business  
Support



# Downtown Events





# Downtown Events & Activities

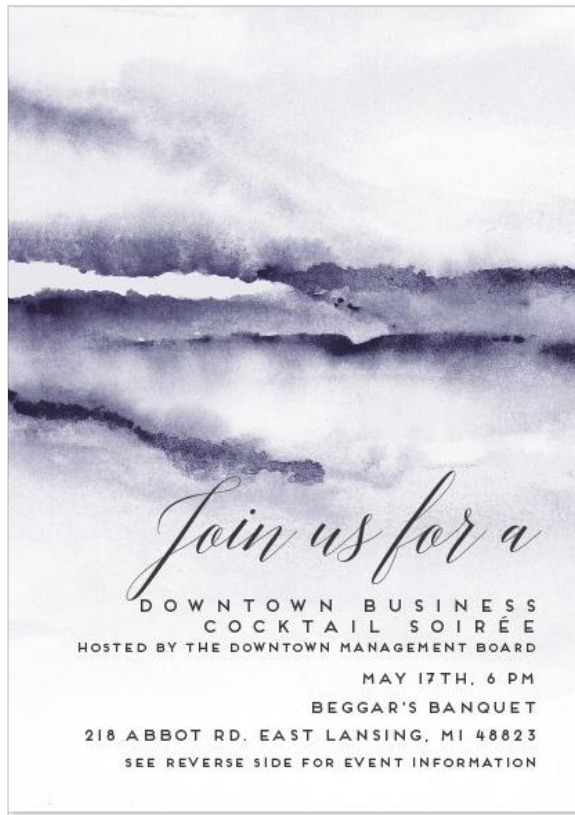


# Upcoming Events





# Downtown Business Support



You are cordially invited to attend a

Downtown  
*Business*  
HUDDLE



Tuesday, March 5, 2019  
Noodles & Co.  
101 E. Grand River Ave.  
4:00 p.m.

All downtown business representatives are invited to attend a meet and greet to learn the most up-to-date information about the Center City Development Project and the Park District Development Project.

Representatives from both projects will be available to answer questions. City staff will also be in attendance.

Light refreshments will be provided.

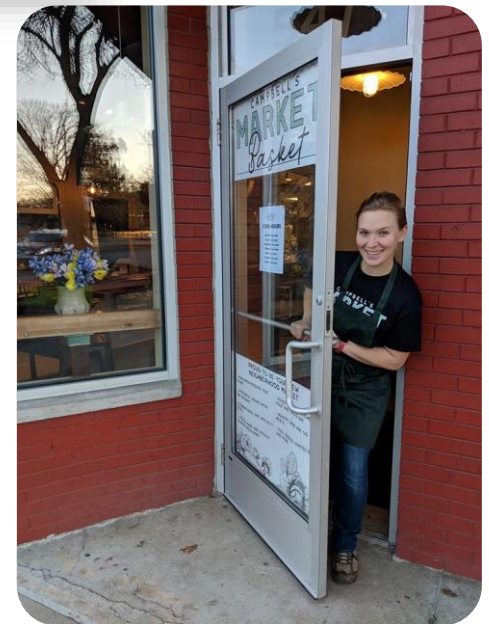
RSVP is not required, but encouraged.  
RSVP at: [dmbcoordinator@cityofeastlansing.com](mailto:dmbcoordinator@cityofeastlansing.com)

Join us for a  
DOWNTOWN BUSINESS  
COCKTAIL SOIRÉE  
Hosted by the East Lansing Downtown Management Board  
Thursday, March 28, 2019 at 6 P.M.  
Club Rush  
131 Albert Ave.  
East Lansing, MI 48823  
*See Reverse Side for Event Information*



# Ribbon Cuttings & Grand Openings



# Businesses Opening Soon....







# Marketing & Advertising



## DEPARTMENT OF PLANNING, BUILDING &amp; DEVELOPMENT

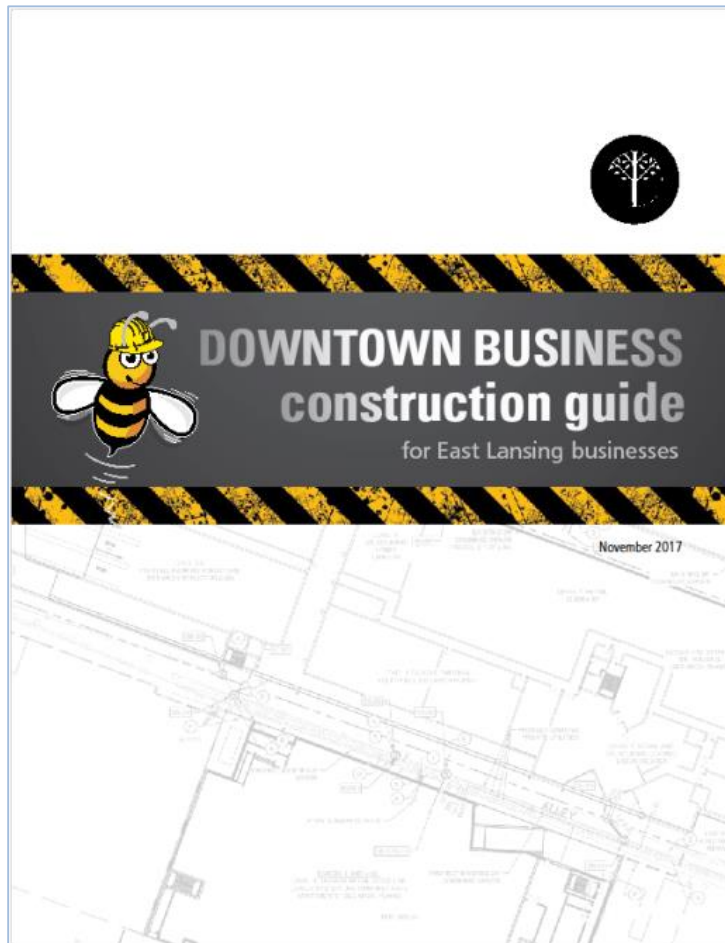
# MSU Basketball Pre-Season Magazine







# Downtown Business Construction Guide & What's the Buzz Cards



## WHAT'S THE BUZZ?

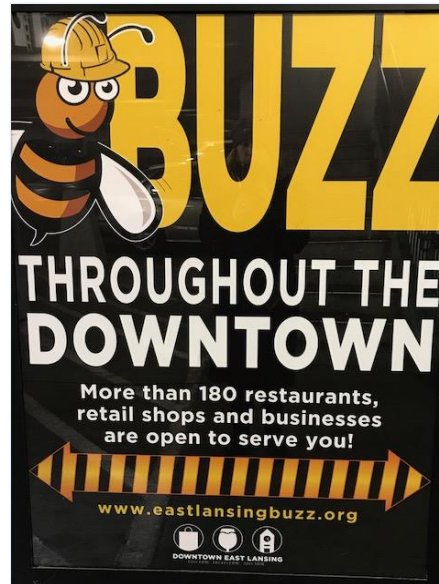
Keep up with the latest BUZZ and get construction updates about downtown East Lansing.

- **Website:** [EastLansingBuzz.org](http://EastLansingBuzz.org)
- **Email updates:** Sign up at [EastLansingBuzz.org](http://EastLansingBuzz.org)
- **Text alerts:** Sign up at [EastLansingBuzz.org](http://EastLansingBuzz.org) or text ELBUZZ to 384 70
- **Social media:** Follow the City of East Lansing on Facebook, Twitter and Instagram



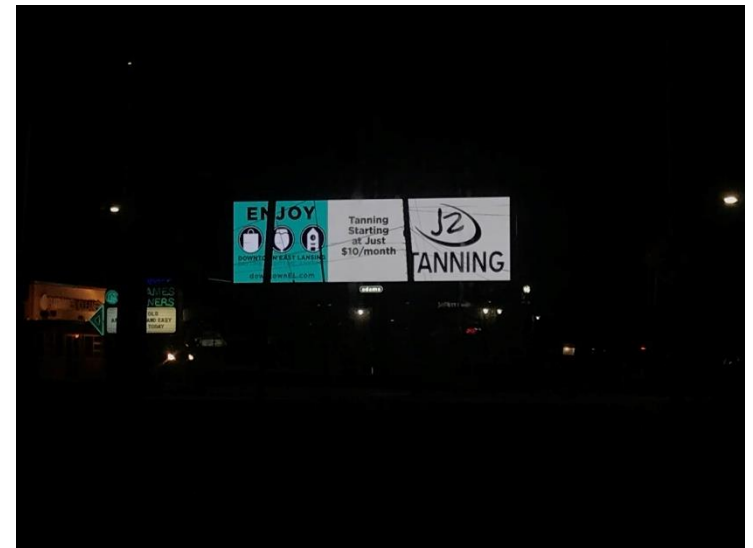


# Banners & Signage





# Billboard Ads

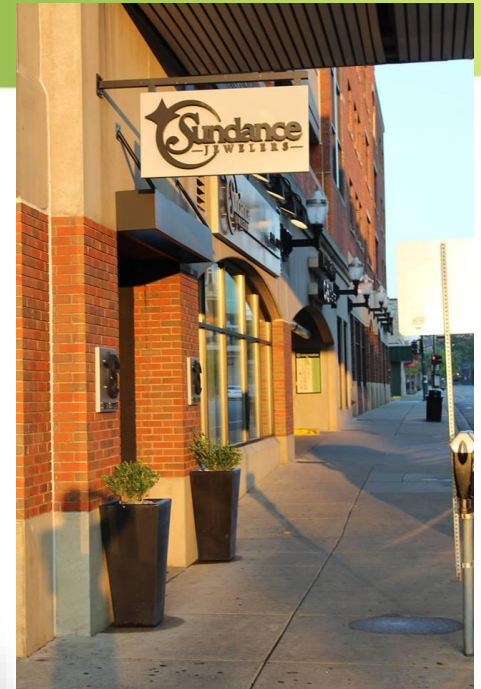


# Social Media Partnership with Piper & Gold

- 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





# 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

Anten Davis, Denny Smith, Valerie Schaefer, Yu Liu, Adam Tull, & Ruijin He





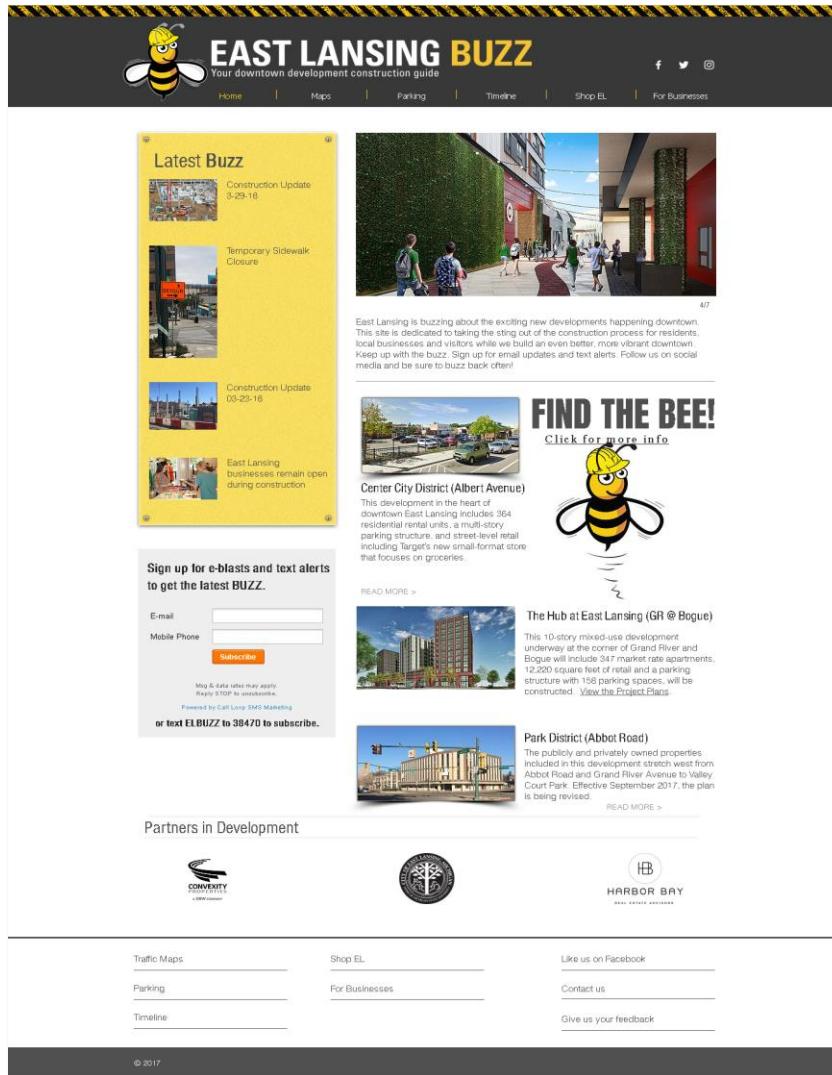
# Free Parking & Informational Resources



**WE VALIDATE  
PARKING**



# Eastlansingbuzz.org, E-blasts & Text Alerts



The screenshot shows the East Lansing Buzz website. The header features a bee logo and the text "EAST LANSING BUZZ" with the tagline "Your downtown development construction guide". Navigation links include Home, Maps, Parking, Timeline, Shop EL, and For Businesses. The main content area is divided into sections: "Latest Buzz" with three articles (Construction Update 3-29-16, Temporary Sidewalk Closure, Construction Update 03-29-16, and East Lansing businesses remain open during construction), "FIND THE BEE!" with a "Click for more info" link and a bee logo, and "Partners in Development" with logos for Community Development, City of East Lansing, and Harbor Bay. The footer includes links for Traffic Maps, Parking, Timeline, Shop EL, For Businesses, Like us on Facebook, Contact us, and Give us your feedback. A copyright notice for 2017 is at the bottom.

**EAST LANSING BUZZ**  
Your downtown development construction guide

Home | Maps | Parking | Timeline | Shop EL | For Businesses

**Latest Buzz**

- Construction Update 3-29-16
- Temporary Sidewalk Closure
- Construction Update 03-29-16
- East Lansing businesses remain open during construction

**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.**

**Partners in Development**

- Community Development
- City of East Lansing
- Harbor Bay

Traffic Maps | Parking | Timeline | Shop EL | For Businesses | Like us on Facebook | Contact us | Give us your feedback

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# 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

697,112  
Impressions on  
East Lansing Social  
Media

82,100  
Persons  
Attending  
Downtown  
Festivals and  
Events

1,035  
Personal  
Business  
Visits By Staff

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

55,635  
Printed  
Informational  
Pieces

4 Business  
Huddles

51,073 EL  
BUZZ  
Parking  
Vouchers  
Used By  
Downtown  
Businesses

101 Weekly  
Construction  
Meetings

554 Email  
& Text  
Updates

