2014 Annual Report
LEAP BOARD OF DIRECTORS

PRIVATE SECTOR

Accounting
Mark Hooper
Partner,
Andrews Hooper & Pavlik, P.L.C.

Architecture
Bill Kimble
Chairman & CEO,
C2AE

BioTechnology
Adam Havey
EVP, BioDefense Division,
Emergent BioSolutions, Inc.

Construction/Development
Steve Roznowski
President & CEO,
The Christman Company
Chuck Clark
CEO,
Clark Construction Company

Creative
Steve Curran
President & Creative Director,
Harvest Creative Services

Environmental
Eric Helzer
Regional Manager,
AKT Peerless
Pete Bosanic
Founder & President,
PM Environmental
Mark Quimby
Senior Project Consultant,
Soil & Materials Engineers, Inc.
Don McNabb
CEO & Principal Scientist,
Triterra

Insurance
Steve Reynolds
VP, Corporate Secretary & Services,
Accident Fund Holdings, Inc.
William F. Woodbury
SVP, Secretary & General Counsel,
Auto-Owners Insurance Company
B.J. Puchala
Sr. Community Liaison, Community Responsibility,
Blue Cross Blue Shield of MI
James Robinson
Executive Vice President,
Farm Bureau Insurance Company
John Brown
VP, Public Policy & Communications,
Jackson National Life Insurance Company

Financial Institutions
Jason Sanders
Mid Michigan Market President,
Fifth Third Bank
Patrick Spyke
Executive Vice President,
LAFCU
David Snodgrass
President & CEO,
Lake Trust Credit Union
April Clobes
President & CEO,
MSU Federal Credit Union

Steve Alexander
EVP & Head of Corporate Banking for MI & NW Ohio,
PNC Bank

Legal Services
Iris Linder
Shareholder,
Foster, Swift, Collins & Smith, P.C.
Jack Davis
Partner,
Loomis, Ewert, Parsley, Davis & Gotting, P.C.

Manufacturing
Bill Demmer
President,
Demmer Corporation
Mitch Tomlinson
President,
Peckham
Daryl Adams
President & CEO,
Spartan Motors, Inc.

Media
Tiffany Dowling
Publisher, Greater Lansing Business Monthly
Brian Priester
President & Publisher,
Lansing State Journal
Chris Holman
Founder,
Michigan Business Network

Real Estate Development
Van Martin
Chairman & CEO,
CBRE | Martin
Marshza Zimmerman
Marketing Manager,
Dart Development
Nick Uppal
President,
DTN Management

Relocation Services
Jeff Wesley
CFO,
Two Men and A Truck

Retail
Teri Gross
Lansing Marketing Director,
Meijer Inc.

Transportation
Kellie Dean
President & CEO,
Dean Transportation & Dean Trailways of MI

Utilities
Chis Thelen
Area Manager,
Consumers Energy
Richard Peffley
Interim CEO,
Lansing Board of Water & Light

INSTITUTIONS
Dr. Lou Anna K. Simon
President,
Michigan State University

Dennis Swan
President & CEO,
Sparrow Health System

PUBLIC SECTOR

Paula Clark
Supervisor, Bath Charter Township

Robert Showers
County Commissioner Chair,
Clinton County

C.J. Davis
Supervisor, Delhi Charter Township

Ken Retcher
Supervisor, Delta Charter Township

Jim Rundborg
Mayor, City of DeWitt

Rick Galardi
Supervisor, DeWitt Charter Township

Nathan Triplett
Mayor, City of East Lansing

Blake Mulder
County Commissioner Chair,
Eaton County

Dr. Kalam Smith
Mayor, City of Grand Ledge

Rebecca Bahar-Cook
County Commissioner,
Ingham County

Vig Bernero
Mayor, City of Lansing

Kathleen Rodgers
Supervisor, Lansing Charter Township

Michael Waltz
Mayor,
City of Mason

Angie Wilson
Trustee,
Meridian Charter Township

Dana Beaman
Mayor, City of St. Johns

John Maahs
Trustee,
Waterlown Charter Township
Since 2012, your economic development agency, the Lansing Economic Area Partnership (LEAP), has worked extensively on projects that have resulted in or soon will result in: 3,348 private jobs and $836 million in private investment.

In 2014 specifically, the LEAP project numbers were 463 private jobs along with $271 million in private investment.

Those are big and significant numbers for the Lansing region. But there’s more.

In 2014, LEAP’s New Economy Division held many entrepreneurial events, business pitch events, business startup training sessions, opened the state’s first fashion incubator with the city of Lansing and developed and executed a grand bargain for improvements at the Technology Innovation Center (TIC) which LEAP runs, under contract, as part of the Lansing Regional SmartZone (LDFA).

LEAP also made major progress with initiatives such as helping secure $1 million from the Michigan Economic Development Corporation (MEDC) to support Michigan State University’s critical Food Processing and Innovation Center, creating diversitylansing.com, distributing three more $10,000 grants for public art, creating the first annual Lansing Youth Startup Challenge, and creating the nationally recognized Lansing Maker Week.

LEAP also, under a contract, is the economic development department for the city of Lansing, which is booming with new vibrancy, projects, and opportunities. LEAP, as well, has worked hard in the more rural communities to create agricultural development opportunities. LEAP works weekly with the city of East Lansing, Michigan State University, Lansing Community College, the Capital Region International Airport, the townships and small towns to create more development strategies, and projects.

Yes, LEAP does projects, big and small, throughout the region. Some of these projects are the biggest and most complicated in the country, and would not happen without LEAP.

But we also work strategically to create a regional product that is globally competitive. Entrepreneurism, placemaking, diversity initiatives, and talent development must add up to create an entirely new mindset, a new culture, a global look, if you will, throughout the Lansing region, one that ultimately moves the dial toward global prosperity for all.

It’s a new Lansing region. The old Lansing region is gone.

Of course, all of these global achievements are a product of the hard work of LEAP’s tireless staff, the support of our Board of Directors (our members/investors) and the many, amazing public and private partners throughout Clinton, Eaton, and Ingham counties.

It is LEAP’s privilege to serve, as one of the top economic development agencies in the state and country, the communities, families, and businesses of the Lansing Region. And it could not happen without each and every one of our LEAP members/investors. In return, as a community, we owe them our exclusive business and support and ask you to check them out at purelansing.com.

Truly, Stronger Together!
**TABLE OF CONTENTS**

- LEAP Board of Directors .................................................................................................................. 1
- A Message from the President ............................................................................................................. 2
- Table of Contents ............................................................................................................................... 3
- 2014: The Year in Numbers .................................................................................................................. 4
- LEAP Operations .................................................................................................................................. 5-6
- Regional Partner Engagement Survey Results ....................................................................................... 7
- Lansing Region Accolades ..................................................................................................................... 8
- Business Development ............................................................................................................................ 9-10
- Business Startup ...................................................................................................................................... 11
- Lansing Maker Week/RING | Lansing’s Innovation Network ................................................................. 12
- The Runway .......................................................................................................................................... 13-14
- Placemaking ......................................................................................................................................... 15
- Diversity Lansing/Lansing Youth Startup Challenge ........................................................................... 16
- Catalyst ................................................................................................................................................... 17
- MiCapitalRegion.com Indicators ........................................................................................................... 18
- Regional Indicators ............................................................................................................................... 19
- Notable LEAP Accomplishments .......................................................................................................... 20
- Lansing Regional Headlines .................................................................................................................... 21-22
2014: THE YEAR IN NUMBERS

Total Private Investment

$271,181,430

Jobs Created

463

Jobs Retained

138

Private Investment 2012-2014

$836 Million

Projects by Industry

Advanced Manufacturing 9.62%
BioScience 3.85%
Construction 1.92%
Fashion 5.77%
Food & Beverage 5.77%
Insurance 1.92%
Logistics 1.92%
Media 1.92%
Medical 3.85%
Mixed Use 7.69%
Office 3.85%
Retail 3.85%
Product Development 3.85%
Service 11.54%
Technology 33.33%

Jobs Created 2012-2014

3,348 Cumulative Jobs Created

2014: 463 Jobs
2013: 2,105 Jobs
2012: 780 Jobs

“These aren’t just jobs and these aren’t just numbers, these are families...”

- Bob Trezise
TALENT DEVELOPMENT & PLACEMAKING
Sara Parkinson

WORKGROUPS
- Placemaking Committee
- Global Lansing
- Diversity Workgroup

BUSINESS STARTUP
Tony Willis

WORKGROUPS
- RING (Lansing’s Innovation Network)
- Fund Lansing Loan Committee

BUSINESS DEVELOPMENT
Karl Dorshimer

WORKGROUPS
- Agriculture & Food Processing Development
- Accelerating Capital Region
- Attraction Committee
- LEAP Tri-County Regional Partners

Incubation
Quin Stinchfield

LDFA Regional SmartZone

3D Prototype

Accelerator Gate Keeper

Fund Lansing
Youth Startup

Tri-County
Keith Lambert

Attraction
David Olson

Retention
Jeff Sand

Development
Marilyn Crowley

Robert L. Trezise, Jr.
President & CEO

Sara Parkinson
Director of Talent & Communications

Marchelle Smith
Controller

Tedi R. Parsons
Exec. Administrator
Diversity & Inclusion

Gail Catron
Accounting Assistant

Karl Dorshimer
Director of Business Development

Keith J. Lambert
Manager of Tri-County Development

David Olson
Manager of Business Attraction
LEAP is the economic development organization proudly representing the tri-county region of Clinton, Eaton, and Ingham counties in partnership with the Michigan Economic Development Corporation. Through this partnership, LEAP utilizes the services of the MEDC in economic development programming.

*Jeff Sand  
MEDC Business Development Manager

*Marilyn Crowley  
MEDC Community Development Manager
Thank you so much for putting the time and effort into planning and executing the RING tour! I am so glad I went, not just because it was a BLAST and I had a chance to meet some amazing people, but also because now I know about these places and can help better serve this community by spreading the good word of what's available in this region! Going on that tour made me even more proud to be living in Lansing and I'm just excited for what's in store for our region.

- Jennifer Wagemann, Manager of Business Development, Lansing Regional Chamber of Commerce
NEW GLOBAL ACCOLADES FOR 2014/2015

Lansing region will lead all regions in Michigan in Population Growth; 77,000 through 2030, Urban Institute

Lansing region named one of 10 best affordable places to live, Livability.com

Lansing region has the 2nd highest multi-family occupancy rate in U.S.

Lansing region 13th Best Place in US for IT Job Growth, Trade and Industry Development Magazine

Michigan State University named #1 in Nuclear Physics ahead of MIT by U.S. News & World Report for the fifth consecutive year

CONTINUED POINTS OF PRIDE

The Lansing region is one of only two communities in the state to show population growth in the 2010 Census

Lansing named the 16th Brainiest City by The Atlantic Cities place publication

Austin, Chicago, Boston ... and Lansing was named the Nation’s Top 10 Best Cities for Young Adults by Kiplinger

Lansing is the midwest hub for Fortune 500 insurance companies’ national headquarters

Lansing is home to GM & the world’s two newest and most technologically advanced assembly plants

MSU’s Video Game Design Undergraduate program ranked #10 in the Nation by The Princeton Review


MSU named 39th-most recruited university in the world by global business leaders, New York Times

MSU’s Broad College of Business MBA program ranked the best in the U.S. for placement success by Financial Times
### BUSINESS ATTRACTION, RETENTION & EXPANSION

#### Jobs Created, Jobs Retained, Private Investment

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs Created</th>
<th>Jobs Retained</th>
<th>Private Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fifth Spirits</td>
<td>15</td>
<td>-</td>
<td>$400,000</td>
</tr>
<tr>
<td>Cameron Tool Corporation</td>
<td>10</td>
<td>-</td>
<td>$1,700,000</td>
</tr>
<tr>
<td>Capitol City Books</td>
<td>-</td>
<td>-</td>
<td>$1,541,844</td>
</tr>
<tr>
<td>General Motors - Lansing Grand River Plant</td>
<td>65</td>
<td>-</td>
<td>$162,000,000</td>
</tr>
<tr>
<td>General Motors - Delta Township Plant</td>
<td>-</td>
<td>38</td>
<td>$38,000,000</td>
</tr>
<tr>
<td>High Grade Materials</td>
<td>2</td>
<td>17</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>KIRCHOFF Van-Rob</td>
<td>175</td>
<td>0</td>
<td>$24,820,659</td>
</tr>
<tr>
<td>Cooley Law School Stadium Outfield</td>
<td>15</td>
<td>3</td>
<td>$12,500,000</td>
</tr>
<tr>
<td>Neogen - Shiawassee Street Expansion</td>
<td>25</td>
<td>-</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>Neogen - Vector Building</td>
<td>0</td>
<td>-</td>
<td>$188,000</td>
</tr>
<tr>
<td>SAET S.p.A.</td>
<td>10</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>4000 North Grand River</td>
<td>25</td>
<td>-</td>
<td>$7,000,000</td>
</tr>
<tr>
<td>SATIZ s.r.l.</td>
<td>10</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Triton Industries, Inc.</td>
<td>44</td>
<td>80</td>
<td>$4,430,927</td>
</tr>
<tr>
<td>Metro Place</td>
<td>15</td>
<td>-</td>
<td>$16,000,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>411</strong></td>
<td><strong>138</strong></td>
<td><strong>$271,181,430</strong></td>
</tr>
</tbody>
</table>

**$325,651.51**

**Brownfield Redevelopment Funds**

16 Completed Projects
Distributed to clean up properties funded by the Environmental Protection Agency (EPA) administered by LEAP.

**204 Retention Visits**
**46 Community Visits**

Note:
This Annual Report represents only value-add projects completed by LEAP. This report is not an overall economic report of the region.

LEAP audits these figures annually and makes adjustments, up or down, which can always be accessed online.

LEAP is highly conservative in this report, only counting direct jobs and investment. LEAP does not count a multiplier effect, construction jobs or in-direct jobs.

Brownfield work completed by LEAP along with our four, LEAP member environmental firms, AKT Peerless, PM Environmental, SME, and Triterra.
**BUSINESS ATTRACTION, RETENTION & EXPANSION**

### Jobs Created and Retained by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs Created</th>
<th>Retained Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Manufacturing</td>
<td>294</td>
<td>118</td>
</tr>
<tr>
<td>BioScience</td>
<td>25</td>
<td>-</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>55</td>
<td>-</td>
</tr>
<tr>
<td>Office</td>
<td>20</td>
<td>-</td>
</tr>
<tr>
<td>Construction</td>
<td>2</td>
<td>17</td>
</tr>
</tbody>
</table>

Total Jobs Created: 411  
Total Retained Jobs: 138

### Percentage of Investment by Industry

- Advanced Manufacturing: 85%
- BioScience: 14%
- Food & Beverage: 0.3%
- Mixed Use: 0.15%
- Office: 0.7%
- Construction: 6%

Total Investment: $271,181,430

### Percentage of Jobs Created by Industry

- Advanced Manufacturing: 72%
- BioScience: 13%
- Food & Beverage: 5%
- Mixed Use: 4%
- Office: 6%
- Construction: 5%

### Percentage of Jobs Retained by Industry

- Advanced Manufacturing: 86%
- BioScience: 12%
- Food & Beverage: 2%
- Mixed Use: 2%
- Office: 4%
- Construction: 5%

Global Player on three continents
## BUSINESS STARTUP

### Company formed in 2014

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Brainer</td>
<td>1</td>
</tr>
<tr>
<td>CorkCRM</td>
<td>1</td>
</tr>
<tr>
<td>GAIA</td>
<td>1</td>
</tr>
<tr>
<td>Go Green Trikes</td>
<td>1</td>
</tr>
<tr>
<td>Hire Tide</td>
<td>1</td>
</tr>
<tr>
<td>Jury Mind</td>
<td>1</td>
</tr>
<tr>
<td>Mini Maker</td>
<td>1</td>
</tr>
<tr>
<td>OneSound</td>
<td>4</td>
</tr>
<tr>
<td>Predalert</td>
<td>1</td>
</tr>
<tr>
<td>Retro Recreations</td>
<td>3</td>
</tr>
<tr>
<td>SaddleBack BBQ</td>
<td>1</td>
</tr>
<tr>
<td>StairWalker</td>
<td>3</td>
</tr>
<tr>
<td>Swap-a-Box</td>
<td>1</td>
</tr>
<tr>
<td>TheraB</td>
<td>4</td>
</tr>
<tr>
<td>Thughts LLC</td>
<td>1</td>
</tr>
<tr>
<td>US Stem Solutions</td>
<td>1</td>
</tr>
<tr>
<td>What’s Mapnin’</td>
<td>1</td>
</tr>
<tr>
<td>Winner’s Catalog</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total Jobs Created:** 29

### Existing Company

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad Latitude</td>
<td>1</td>
</tr>
<tr>
<td>Battery Giant</td>
<td>2</td>
</tr>
<tr>
<td>CourseWeaver</td>
<td>1</td>
</tr>
<tr>
<td>Fluid Ride</td>
<td>1</td>
</tr>
<tr>
<td>Looking Glass Insurance</td>
<td>1</td>
</tr>
<tr>
<td>Michigan Creative</td>
<td>1</td>
</tr>
<tr>
<td>NameforLife</td>
<td>1</td>
</tr>
<tr>
<td>Phenometrics</td>
<td>2</td>
</tr>
<tr>
<td>Retia Medical</td>
<td>1</td>
</tr>
<tr>
<td>Revel Cellars</td>
<td>1</td>
</tr>
<tr>
<td>Shock Engine Works</td>
<td>1</td>
</tr>
<tr>
<td>Sleepwalker Spirits &amp; Ale</td>
<td>2</td>
</tr>
<tr>
<td>StraMetrics</td>
<td>2</td>
</tr>
<tr>
<td>Supported Intelligence</td>
<td>1</td>
</tr>
<tr>
<td>Swim Lively</td>
<td>1</td>
</tr>
<tr>
<td>TechTwurl</td>
<td>2</td>
</tr>
<tr>
<td>Tiny Human Apparel</td>
<td>1</td>
</tr>
<tr>
<td>Venturit</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total Jobs Created:** 23

**Total Jobs Created:** 52

**Business Accelerator Funds:** $44,817

**SBIR Funding:** $224,896

**Small Business Innovation Research**
Lansing Maker Week

An annual week-long event, held the first week of October, Lansing Maker Week is stacked with a lineup of tours, hands-on projects, and guest speakers in areas that include food and drink, textiles and apparel, 3D printing, electronics and programming, and the intersection of 21st century jobs and maker skills.

The RING (Lansing’s Innovation Network) is powered by LEAP as an inclusive startup ecosystem geared towards providing entrepreneurs with a network of resources and events that will help launch their business.

The Lansing region is home to more business incubators than any other Michigan community. The Allen Market Place, the Hatch, the Hive, the MARC, NEO Center, the Runway, and the TIC incubators provide a safe environment for new businesses to grow throughout the region.

www.lansingmaker.com
The Runway fashion incubator is an exciting economic development project for the City of Lansing located in the iconic and historic Knapp’s Centre in downtown Lansing. This project is the first of its kind in the State of Michigan and will serve as the hub for emerging fashion talent. This represents the rebirth of an industry that includes fashion, textiles, and manufacturing, in a community already known to be “Makers”.

The mission of The Runway is to generate and advance the entrepreneurial culture in Lansing while retaining and attracting talent, and the businesses that support this budding sector of our economy.

The Runway project was initiated in 2009 by the Lansing Economic Development Corporation (LEDC), the City of Lansing’s economic development arm. In 2012, LEAP entered into a contract for economic development services with the LEDC and now serves as the operational support of The Runway incubator.

The incubator features 12 leasable private offices for designers-in-residence, as well as a communal design area equipped with state-of-the-art machinery. Designers-in-residence and associate designers are able to utilize the equipment as part of their tenancy. The Runway features a unique retail showroom highlighting Michigan-based designer products.
PLACEMAKING
Making a Better Place to Attract & Retain Businesses & Talent

Through the Public Art for Communities program, LEAP grants three communities per year $10,000 each to engage an artist to put a piece of public art within their core area. We ask that communities take a larger look at placemaking opportunities in their communities and create a public art policy, ordinance or commission based on their goals. In 2014, six communities unveiled their pieces to the public. Thus far, there are 13 pieces of new public art throughout the region as a direct result of this program located in Delhi Township, Delta Township, City of DeWitt, DeWitt Township, City of East Lansing, City of Mason, Meridian Township, and City of St. Johns.
LEAP has created an advisory workgroup to assist the Lansing region business community with recruiting and retaining world-class talent. The workgroup will encourage and leverage partnerships that celebrate and embrace the core values of a diverse, welcoming, and affirming region, which will strengthen our economy, helping businesses attract and retain world-class talent and creating opportunities for all the residents of Clinton, Eaton, and Ingham counties.

In September 2014, the LEAP Executive Committee approved and adopted an organizational diversity and equity statement which can be found on LEAP’s website.

In April 2014, 55 local student entrepreneurs presented their business plans and prototypes in hopes of walking away with cash prizes and startup assistance to further their ideas.

Each of the awards were sponsored by a LEAP Board of Directors member totaling $10,000 in prizes that were given to the middle and high school students.
A partnership led by LEAP, Capital Area Michigan Works!, Lansing Regional Chamber of Commerce, Michigan State University, Lansing Community College, and Tri County Regional Planning Commission, the CATALYST event is a movement created to guide the region’s prosperity planning while sharing a unified vision across the community. The Regional Prosperity Initiative leadership put forth an application and was granted dollars from the State of Michigan to showcase collaboration across our region through the CATALYST event.

The CATALYST event, which took place in October 2014, provided a clear point of entry into the planning process – one that was seized by hundreds of local business and community leaders. Participants were invited to attend the day-long event to voice their hopes for the future of the Lansing region as well as the areas that need improvement.

The leadership team continues to meet to address other issues as well as discuss plans to continue to move the Lansing region towards a prosperous future.
ARE WE MOVING THE NEEDLE?

The Regional Prosperity Initiative is designed to empower local and regional stakeholders to develop a collaborative strategy for economic prosperity. South Central Prosperity Region 7 (comprised of Clinton, Eaton, and Ingham Counties) is building a blueprint of a united economic vision that will become the catalyst for sustainable regional prosperity. Snapshots of our region’s economic indicators provide foundational measures of success, opportunities, and assets.

A full list of regional indicators can be found at www.MiCapitalRegion.com

EDUCATIONAL ATTAINMENT FOR POPULATION 25 YEARS OR OLDER

- High School Graduate or Higher: 91%
- Bachelor’s Degree or Higher: 31%
- Graduate or Professional Degree: 13%

Source: Census 2011, American Community Survey

KNOWLEDGE SECTOR: PERCENTAGE CHANGE 2005 – 2013

The change in occupations classified within the “knowledge sector,” compared to change in total occupations.

-6.11% All Occupations
+2.62% Knowledge Sector Occupations

NUMBER OF PEOPLE MOVING TO THE REGION DURING THE PAST YEAR

- 7,642 in 2005
- 12,813 in 2010
- 12,979 in 2011
- 12,923 in 2012
- 14,431 in 2013

NUMBER OF JOBS GAINED

The number of new jobs created in the region each year. This does not consider jobs lost.

- 12,271 in 2008
- 18,058 in 2009
- 21,140 in 2010
- 23,574 in 2011
- 17,169 in 2012
- 18,138 in 2013

NEW BUSINESSES

The number of businesses established in a given year.

- 3,448 in 2008
- 2,893 in 2009
- 7,656 in 2010
- 2,000 in 2011
- 1,690 in 2012
- 1,828 in 2013

GENERAL FUND SPENDING ON ARTS, CULTURE, AND RECREATION

Percent of general fund money allocated by local governments to arts, culture, and recreational activities.

- 5.7% in 2000
- 5.9% in 2005
- 5.8% in 2010
- 5.5% in 2011
- 5.7% in 2012
- 3.7% in 2013

ARE WE MOVING THE NEEDLE?
## ARE WE MOVING THE NEEDLE?

<table>
<thead>
<tr>
<th>PRIMARY REGIONAL INDICATOR</th>
<th>BASE RESULT 2012</th>
<th>2013 RESULT</th>
<th>2014 RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income</td>
<td>$34,505</td>
<td>$35,459</td>
<td>$36,317</td>
</tr>
<tr>
<td>Percent of Adults with a Bachelors Degree</td>
<td>31.3%</td>
<td>31%</td>
<td>N/A</td>
</tr>
<tr>
<td>Private Sector GDP vs. Govt. Sector GDP</td>
<td>$15.8B vs. $4.4B</td>
<td>$16.3B vs. $4.03B</td>
<td>N/A</td>
</tr>
<tr>
<td>Number of People in the Workforce</td>
<td>197,240</td>
<td>195,360</td>
<td>225,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY REGIONAL INDICATOR</th>
<th>BASE RESULT 2012</th>
<th>BASE RESULT 2013</th>
<th>BASE RESULT 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Regional Payroll</td>
<td>$6,094,573</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Regional Unemployment</td>
<td>6.7%</td>
<td>7.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Average Median Household Sale Price</td>
<td>$76,500</td>
<td>$85,600</td>
<td>$123,000</td>
</tr>
<tr>
<td>Population Change</td>
<td>3.6% Growth (2000-2010)</td>
<td>.34% Growth (2010-2013)</td>
<td>.3% Growth (2013-2014)</td>
</tr>
<tr>
<td>Cost of Living Average</td>
<td>12.5% Below Nat’l. Ave.</td>
<td>14.8% Below Nat’l. Ave.</td>
<td>11.6% Below Nat’l. Ave.</td>
</tr>
<tr>
<td>Single Family Number of New Housing Starts</td>
<td>271</td>
<td>381</td>
<td>366</td>
</tr>
<tr>
<td>Multi Family Number of New Housing Starts</td>
<td>187</td>
<td>475</td>
<td>70</td>
</tr>
</tbody>
</table>
2014 LEAP ACCOMPLISHMENTS

Procurred a $1 million MEDC grant for MSU Food Processing and Innovation Center

Successfully led and concluded development agreement for Red Cedar Renaissance Project

Concluded long development negotiations completing the Cooley Law School Stadium Outfield project

Maintained 100% retention of LEAP members, added new member

Negotiated Technology Innovation Center “Grand” bargain

Completed construction and organization of The Runway incubator

Received $70,000 accelerator grant from MEDC

Received $500,000 incubator grant from MEDC

Transitioned four new staff members

Convened region to apply for Environmental Protection Agency (EPA) brownfield assessment grant (pending)

Led six partners in receiving first annual Regional Prosperity Initiative (RPI) grant for $155,000, helped lead CATALYST event attended by 275 members of the community

Created one of nation’s most recognized Maker Week events

Led state in execution of Redevelopment Readiness Communities grant of $18,150

Led state in MTRAC grant of $247,828

Partnered with Spartan Innovations to hold 11 Hatching pitch events

Held first ever Lansing Youth Startup Challenge with 55 student entrepreneurs

Created new business attraction program

Introduced a new performance measurement system for LEAP

Solidified financial stability of LEAP

Launched www.diversitylansing.com regional workgroup

Successfully adopted diversity statement for LEAP

Streamlined site selection process

Created Attraction Workgroup
LEAP Reports Record Numbers for 2013 Year End Report
Capital region poised to capitalize on FRIB-related economic activity
MSU adding department in biomed engineering boost
Dart Bank eyes expansion on site of shuttered Inco Graphics plant
Eaton Rapids eyes riverfront development with adaptive reuse of historic property
New student housing coming to Chandler Crossings
Region thrives on numerous fronts
GOOD NEWS KEEPS COMING LANSING’S WAY
New transportation hub on track in East Lansing
Medical imaging company goes from modest Lansing roots to global reach
Mayor Bernero Joins Economic Development Mission to China
Emergent to submit proposal for experimental Ebola drug
Credit union to build new $46M facility and add hundreds of jobs
Lansing and Ann Arbor staging a battle of economic might
NEW CANCER CENTER, OFFICE BUILDING PLANNED
MSUFCU Named #1 on Detroit Free Press 2014 Top Workplaces List
Manufacturing sector investing in Lansing
AUTO SUPPLIER EXPANDING
Mert’s Meats expands to Eastside with second location
LAUNCHED celebrates Lansing-area entrepreneurs with $10,000 competition, Innovator of the Year
Bernero to attend Maker Faire at White House
Parts of Lansing casino suit dismissed
Lansing United unites Lansing
GM plans $174M stamping plant, 145 jobs at Lansing Grand River
Auto review: Lansing’s Cadillac CTS takes on BMW, Mercedes
Greater Lansing Offers Welcoming Business Climate for Franchises
AIR LIFT EMBARKS ON SECOND EXPANSION
Lake Trust will redevelop site in Lansing
Meridian Township gives go-ahead for Aldi, apartment development
JNL deepens its investment in region
LCC’S GANNON BUILDING GETS $18.3M OVERHAUL
LEAP Launches Direct Foreign Investment Attraction Program with Italy Trip

Meijer wraps up overhaul of new south Lansing store
H&M opens new store at Meridian Mall in Okemos
Immigrant investors welcome here
Lansing Region Ties Indianapolis for 13th Best Place in America for New Job Growth (IT Related Data Centers)
Say goodbye to ‘old Lansing’ thinking
MSU GLOBAL FEST
Parts of Lansing casino suit dismissed
Michigan’s small-scale food entrepreneurs hope arrival of Whole Foods means big business
Old Town continues to see evolution, growth
Ag entrepreneurs boost region
The Big Salad opens at Alive in Charlotte

Dart Container Corporation Moves Forward With Record Expansion
Hatching the ideas of entrepreneurs
$22M UPGRADE FOR STADIUM
Michigan’s 1st fashion incubator boosts state’s clothing and accessory designers
Beer Grotto tasting room set for Stadium District
Ground-breaking held for St. Johns LAFCU branch
Ideas will be brought to life at Maker Week

Developers introduce plans for Lansing’s Red Cedar project
New Horizons opens co-working space in REO Town, relocates up to 24 jobs
Tribe asks feds to proceed on Lansing casino

IMPRESSION 5 UNVEILS $2 MILLION EXPANSION
East Lansing a leader in nondiscrimination
Former Red Cedar Golf Course to become ‘world-class global village’

Two Men and a Truck could add 125 jobs
Region’s partnership with GM thrives
Maker Week connects past, future

$1 million gift allows Lesbian, Gay, Bisexual, Transgender Center to look to the future
BWL pumps up its renewable energy portfolio
Neogen planning $1M expansion

Auto supplier to bring 125 jobs
JNL's expansion could open in 2015
$100M project will add 256K square feet

State OKs $91M for MSU's FRIB
Entrepreneurs take strategic steps to create, sustain own businesses
New anthrax vaccine to be made in Lansing

MSU to open food research center
Lansing Maker Week kicks off Monday with workshops, brainstorming
‘Maker’ movement inspires mayor
Red Cedar drain project moving forward
Okemos among top 10 schools in state
Sparrow showcases $15M surgical center

ART FEST KICKS OFF
Officials: Two Italian companies to create up to 60 jobs in Lansing region
Renovated Knapp's Centre opens for business, prepares for grand opening

Hiring for local Apple Store underway
$7M development planned near airport
Mixed-use facility on tap for Lansing

HATCHING COMPETITION PROVIDES LOCAL ENTREPRENEURS STARTUP CASH
‘The Outfield’ proposal may add up to 100 apartments to ballpark
Michigan's entrepreneurial climate goes from 41st to 6th ranking in nation; venture capital grows

Young leaders critical to our transformation
Kellogg Foundation gives MSU $6 million for food
MSU gets $3M for food innovation center

FIRST-EVER ‘MAKER WEEK’ GETS ROLLING IN LANSING
MSU's REVOLUTIONARY MICROSCOPE OPERATES AT THE SPEED OF MOLECULAR MOTION

LEAP investors believe in region
MSUFCU startup loan helps Poochie Bowl become a reality
Lansing entrepreneurs create product to benefit long-eared dogs

RIVER TRAIL GROWING
Supporting a culture of youth entrepreneurship in Lansing and beyond
Charlotte's ALIVE connects with Eaton communities

H&M plans on June 19
Meridian Mall opening

GM launches foreign investment program, welcomes new companies, jobs, to the area

SONS OF LANSING
Agriculture delivers 5,000 jobs, $500M
East Lansing approves public art policy
LEAP awards $30,000 in public art grants

$20M project moves forward
Dewpoint moving to Knapp's Centre
Broad on list of top small-town museums

LCC UNVEILS PUBLIC ART

GM may invest $37M at Lansing Delta Twp. plant
Lansing-area incubators get funding
Lansing gets chance to salute soccer

City of Lansing, LEAP announce $7 million mixed-use development
Thriving communities welcome diversity

New MSU student housing planned

NEW ST. JOHNS SCULPTURE BLENDS PAST AND PRESENT
Lansing-area business groups receive state grant to create economic plan
Living above the outfield: Lansing Lugnuts' stadium renovation plan includes apartments, restaurants
GM hopes to build $162M stamping plant at Lansing site
Niowave plans to hire 100 over next 5 years
Italian CEO: Lansing officials 'relentless' in convincing company to locate in area
Eastwood Apple store could open next month
GM's $63M Delta expansion nearly double expectations
Economic Development Helps Families Increase their Income

Economic Development Cleans Contaminated Sites

Economic Development Increases Tax Revenue

Economic Development Accelerates the Dreams of Entrepreneurs & Business Start Ups

Economic Development Creates a Better Place to Live & Breathe

Economic Development Opens Our World to The World

Economic Development Increases the Likelihood of Your Children Living & Working Happily Here

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