STATEMENT

VISION
To be the best destination for global talent and investment, their home by choice.

MISSION
We build a stronger community for all, working every day to grow, retain and attract business.

LEAP CORE VALUES
We commit to:
1. Relentless advocacy on behalf of our entire region.
2. Demonstrating the highest ethical conduct and transparency.
3. Embracing inclusion, equity and diversity.
4. Partnerships as the foundation of our success — Stronger Together!
5. Well-defined measurable results.
6. A passion for creativity and innovation.
7. Persuade and persevere.

VISION, MISSION & Core Values
The Lansing region’s economic development efforts are as hot as ever! Nearly $2 billion in investment is either underway, announced or soon to be announced throughout the entire region. That is historic.

In 2018, LEAP projects created by the private sector will near the $700 million mark in private investment with 654 direct jobs created. Since 2012, private sector projects substantially assisted by LEAP total $2.4 billion in private investment and 5,513 new direct jobs.

In 2018, LEAP announced the best year in the history of our region for successfully recruiting companies from outside of the region:

- Glanbia, Ireland’s 5th largest company which brings a $470 million dairy processing campus project to St. Johns, which will be the largest operation in the state.
- Proliant Dairy Ingredients, an Iowa-based dairy processor, brings an additional $85 million to St. Johns related to the Glanbia project.
- Norm Fasteners, a rapidly growing manufacturer from Turkey, announced a $1 million initial distribution before manufacturing begins in the city of Lansing.
- Metal Striping Services, from outside of our region, invested $500,000 in Williamston Township.

While LEAP played key lead roles in these efforts, the projects never would have happened without critical local and state partnerships, all of which were astounding! And the LEAP attraction pipeline is still full.

LEAP also assisted or completed many other projects across our entire region, under the Ingham County contract (Thank you Chair Calenzano) and the City of Lansing contract (Thank you Mayor Sexton). The $150 million Village of Okemos project, Pat Ellis’s downtown Lansing Capital City Market, Marketstreet project, Brent Forsberg’s “Wing” building rehab project and the Dunkel Road housing project.

Additionally, we have been putting the finishing touches on the downtown East Lansing Harbor Bay twin high-rises, the former downtown Lansing YMCA, the long vacant Oliver Towers building next to the Red Cedar Renaissance project and as many more, all at some level of final development.

In 2019, LEAP is launching its PROTO InsurTech program in partnership with our initial founders, Delta Dental of Michigan and Farm Bureau Insurance. This important program, as a benefit to our insurance industry and high-tech ecosystem, will enable insurance companies and our community to better compete with other national insurance hub communities like Silicon Valley, Dee Moines and Hartford.

LEAP continues its placemaking grants with PNC Foundation, creating better places in strategic public locations around our region. We will continue to sponsor the Lansing Poet Laureate and diversity programming. We are marketing and branding our region around the world in targeted, sophisticated ways.

In 2017-2018:

- Lansing was the #1 Best Place in America for Millennial Homebuyers
- Lansing was the #1 Best Most Affordable Place in America
- Lansing was one of only two major cities in the entire state to grow population
- Lansing was the #4 Best Place in the Great Lakes for college grads to live and work
- GDP of high-tech sector in our region grew from #18 to #7 nationally
- #1 in state for growing population between 25 – 34
- #1 in state for educational attainment ages 25 – 64 over the last five years
- #1 in state Labor Force Growth in last five years, 16+
- Only region in Michigan to have a positive overall employment growth 2012-2017

LEAP is crucial to our burgeoning startup ecosystem. LEAP’s quarterly pitch competition, The Matching, our state-renowned Youth Startup Expo, our PROTO Accelerator equity investment fund, running the Regional SmartZone including the Business Accelerator Fund, counseling startups, consulting and working closely with our great friends at MSU Innovations, the MSU Foundation and the Lansing Small Business Development Center—all represent just a fraction of our entrepreneurial programming.

LEAP played a key leadership role with our wonderful colleagues at Capital Area Michigan Works in creating Teach, Talent, Thrive (T3), a workforce development program that didn’t previously exist in our region.

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PRIVATE SECTOR
ACCOUNTING
Jeffrey J. Finizio, Partner, Andrews, Hooper & Park, P.L.C.

ASSOCIATIONS
Deborah Muhlen, Executive Director, Arts Council of Greater Lansing
Tim Damans, President & CEO, Lansing Regional Chamber of Commerce

BIOTECHNOLOGY
Adam Harvey, EVP, BioAdvantage Division, Emergent BioSolutions, Inc.

CONSTRUCTION/DEVELOPMENT
Steve Roznowski, President & CEO, The Chatham Company

CONVENTIONS & TOURISM
Jack A. Schragspan, President & CEO, Greater Lansing Convention and Visitors Bureau

CREATIVE
Steve Currin, President & Creative Director, Harvest Creative Services

EDUCATION
Dr. Janet Knight, President, Lansing Community College
Kathleen Wilbur, Executive Vice President of Government & External Relations, Michigan State University

ENGINEERING/ARCHITECTURE, PLANNING & SURVEYING
Tim Human, Principal, Applied Technology, Giner Group, Inc.
Jeffrey D. Lany, Vice President, Midwest Buildings, Bergmann

ENVIRONMENTAL
Tom McKechnie, CEO & Principal Scientist, Tribuna

ENVIRONMENTAL & ENGINEERING
Mark Quinn, Senior Project Consultant, Soil & Material Engineers, Inc.

FINANCIAL INSTITUTIONS
Jeffrey Benson, President & CEO, Lake Trust Credit Union
Tim Salisbury, Regional President, Fifth Third Bank

FOUNDSNATIONS
Dennis Richman, President & CEO, Capital Region Community Foundation

HEALTH CARE
Matthew Rush, President & CEO, Sparrow East Lansing
Kirk Rau, President & CEO, McLaren Greater Lansing
Joseph J. Roth, Acting President & CEO, Sparrow Health System

HOTELS
Kevin Hall, General Manager, Residence Inn Lansing/Challuch Companies

INSURANCE
Steve Reynolds, Vice President, Corporate Secretary & Administrative, AF Group
B.J. Pushula, Sr. Community Liaison, Community Responsibility, Blue Cross Blue Shield of MI
Geran Aufmuth, Chief Operating Officer, CFO & CRO, Delta Dental of Michigan

LEGAL SERVICES
Donald E. Simon, CFO, Farm Bureau Insurance of Michigan
David Zbyle, Assistant Vice President of Government Relations, Jackson National Life Insurance Company

LEGAL SERVICES
Jared T. Smith, Attorney, Dykema Gossett PLLC (Lansing)
Donna Swisher, Shareholder, Foster, Swift, Collins & Smith, PC
Mick Growal, Sr., Founding & Managing Partner, Brown Law PLLC

MANUFACTURING
Dale Adams, President, Sparitan Motors, Inc.
Scott VanWagenen, President, Triton Industries

MEDIA
Stacy Holmes, Advertising Sales Manager, Lansing State Journal/Gannett Group

REAL ESTATE & DEVELOPMENT
Rich Galardi, Supervisor, City of DeWitt
Debbie McEvoy, City Manager, City of Williamston

WORKFORCE DEVELOPMENT
Evelyn Copeland, President, Capital Area Michigan Works!

PUBLIC SECTOR
Robert Showers, Commissioner & Chair, Clinton County
John Haynes, Supervisor, Delhi Charter Township
Ken Fletcher, Supervisor, Delta Charter Township

UTILITIES
Chris Tedder, Area Manager, Consumers Energy

WEBSITE
Www.purelansing.com/board

2019 LEAP BOARD OF DIRECTORS*

*Members as of 3/30/19. For updated list visit purelansing.com/board
2012-2018 CUMULATIVE IMPACT

Total Project Investment

$2,582,797,188

Companies Launched  Projects  Jobs Created

148  86  5,513

The geometric installation on downtown Lansing’s footbridge lights up with a rainbow of colors.
### BUSINESS ATTRACTION PROJECTS 2012-2018

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>YEAR</th>
<th>PRIVATE INVESTMENT</th>
<th>JOBS CREATED</th>
<th>COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Metal Forming Inc.</td>
<td>2012</td>
<td>$14,175,000</td>
<td>25</td>
<td>Eaton</td>
</tr>
<tr>
<td>Van-Rob Assembly Facility</td>
<td>2014</td>
<td>$24,600,659</td>
<td>175</td>
<td>Clinton</td>
</tr>
<tr>
<td>MacIntire</td>
<td>2016</td>
<td>$2,980,000</td>
<td>3</td>
<td>Ingham</td>
</tr>
<tr>
<td>St. Johns Dairy Processing Campus</td>
<td>2018</td>
<td>$555,000,000</td>
<td>300</td>
<td>Clinton</td>
</tr>
<tr>
<td>Metal Stripping Services Relocation</td>
<td>2018</td>
<td>$500,000</td>
<td>10</td>
<td>Ingham</td>
</tr>
<tr>
<td>Norm Fasteners US Distribution Operations</td>
<td>2018</td>
<td>$880,909</td>
<td>17</td>
<td>Ingham</td>
</tr>
<tr>
<td>JMT US Operations Warehouse</td>
<td>2018</td>
<td>$500,000</td>
<td>2</td>
<td>Ingham</td>
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</tbody>
</table>

### PLACEMAKING PROJECTS 2012-2018

<table>
<thead>
<tr>
<th>NAME OF PIECE</th>
<th>YEAR</th>
<th>CITY</th>
<th>NAME OF PIECE</th>
<th>YEAR</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Great Place To Start</td>
<td>2012</td>
<td>DeWitt Twp.</td>
<td>The Ledges</td>
<td>2015</td>
<td>Grand Ledge</td>
</tr>
<tr>
<td>Silver Sponsa</td>
<td>2012</td>
<td>Mason</td>
<td>Artistic Bike Racks</td>
<td>2017</td>
<td>Grand Ledge</td>
</tr>
<tr>
<td>Brilliant</td>
<td>2013</td>
<td>DeWitt</td>
<td>Artistic Fence Panels</td>
<td>2017</td>
<td>East Lansing</td>
</tr>
<tr>
<td>Opeilo</td>
<td>2013</td>
<td>St. Johns</td>
<td>Keys to the Cities</td>
<td>2017</td>
<td>Charlotte</td>
</tr>
<tr>
<td>Bicycle Yoga</td>
<td>2014</td>
<td>East Lansing</td>
<td>Penny4People</td>
<td>2017</td>
<td>Lansing</td>
</tr>
<tr>
<td>Budget Friendly</td>
<td>2014</td>
<td>East Lansing</td>
<td>Portrait of a Dreamer</td>
<td>2017</td>
<td>Lansing</td>
</tr>
<tr>
<td>Circle Back</td>
<td>2014</td>
<td>East Lansing</td>
<td>Prosperity</td>
<td>2017</td>
<td>Lansing</td>
</tr>
<tr>
<td>Dream Mobile No. 1</td>
<td>2014</td>
<td>East Lansing</td>
<td>Senglaragos</td>
<td>2017</td>
<td>Charlotte</td>
</tr>
<tr>
<td>GRC</td>
<td>2014</td>
<td>East Lansing</td>
<td>Under The Bridge</td>
<td>2017</td>
<td>Lansing</td>
</tr>
<tr>
<td>Holt Farmers Mit. Sign</td>
<td>2014</td>
<td>Delta Twp.</td>
<td>Art Alisky Murals</td>
<td>2018</td>
<td>Mason</td>
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<tr>
<td>Peace Tree</td>
<td>2014</td>
<td>East Lansing</td>
<td>Let Me In</td>
<td>2018</td>
<td>Lansing</td>
</tr>
<tr>
<td>Stop and Small the Roses</td>
<td>2014</td>
<td>Delta Twp.</td>
<td>Pocket Park Plan</td>
<td>2018</td>
<td>Charlotte</td>
</tr>
<tr>
<td>Greetings From Lansing Munal</td>
<td>2015</td>
<td>Lansing</td>
<td>Lansing Riverfront Park</td>
<td>2018</td>
<td>Lansing</td>
</tr>
<tr>
<td>Splash</td>
<td>2015</td>
<td>St. Johns</td>
<td>Beacon South Park</td>
<td>2018</td>
<td>Lansing</td>
</tr>
</tbody>
</table>

### EXPANSION & REAL ESTATE DEVELOPMENT PROJECTS 2018

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>TYPE</th>
<th>PRIVATE INVESTMENT</th>
<th>JOBS CREATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASK Expansion/HQ Relocation</td>
<td>EXP</td>
<td>$2,000,000</td>
<td>40</td>
</tr>
<tr>
<td>Mr. Taco Restaurant</td>
<td>EXP</td>
<td>$195,000</td>
<td>15</td>
</tr>
<tr>
<td>517 Coffee Company</td>
<td>EXP</td>
<td>$80,000</td>
<td>2</td>
</tr>
<tr>
<td>B2 Outlet</td>
<td>EXP</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>Bake n Cakes</td>
<td>FI</td>
<td>$30,000</td>
<td>5</td>
</tr>
<tr>
<td>REACH Studio Art</td>
<td>FI</td>
<td>$33,000</td>
<td>-</td>
</tr>
<tr>
<td>304 E. Grand River</td>
<td>FI</td>
<td>$28,070</td>
<td>2</td>
</tr>
<tr>
<td>Biggy Coffee - 2002 W. Saginaw</td>
<td>FI</td>
<td>$24,000</td>
<td>3</td>
</tr>
<tr>
<td>Mower-Forster Insurance</td>
<td>FI</td>
<td>$7,500</td>
<td>-</td>
</tr>
<tr>
<td>Wheel House Studio</td>
<td>FI</td>
<td>$4,070</td>
<td>1</td>
</tr>
<tr>
<td>3800 Durand Redevelopment</td>
<td>RRD</td>
<td>$23,000,000</td>
<td>25</td>
</tr>
<tr>
<td>Capital City Market</td>
<td>RRD</td>
<td>$14,500,000</td>
<td>75</td>
</tr>
<tr>
<td>728 Hazel Redevelopment (The Wing)</td>
<td>RRD</td>
<td>$14,547,537</td>
<td>50</td>
</tr>
<tr>
<td>Mid-West Self Storage</td>
<td>RRD</td>
<td>$8,141,660</td>
<td>2</td>
</tr>
<tr>
<td>Ellison Brewery &amp; Spirits REO Town</td>
<td>RRD</td>
<td>$3,000,000</td>
<td>35</td>
</tr>
<tr>
<td>Pledge 2.0</td>
<td>RRD</td>
<td>$300,000</td>
<td>10</td>
</tr>
</tbody>
</table>

RRD = Real Estate Redevelopment • EXP = Expansion • FI = Façade Improvement
Total Project Investment

$682,554,240

Jobs Created
654

Projects
21

Companies Launched
32
Businesses from around the world want to invest in the greater Lansing community. Business Leaders for Michigan identified our region as the only regional workforce in Michigan to achieve positive employment growth from 2012–2017. Lansing’s innovative business ecosystem and the LEAP team’s top-notch attraction and development efforts have made “global Lansing” the place to be for businesses looking to launch or expand in the U.S.

In 2018, LEAP played a significant role in bringing international leaders from key industry growth sectors such as Glanbia plc, JMT US and Norm Fasteners to the Lansing region.

Transforming the Michigan Dairy Industry: Glanbia
In September 2018, Glanbia, Ireland’s fifth largest company and the world’s #1 producer of American-style cheddar cheese, broke ground on a $555 million dairy processing campus in St. Johns designed to process 8 million pounds of milk every day — nearly one quarter of all milk currently produced in Michigan. The 146-acre industrial park is expected to be fully operational in October 2020 and will be the largest dairy processing plant in Michigan, employing more than 250 people.

This massive investment includes a joint venture partnership between Glanbia, Dairy Farmers of America (DFA) and Select Milk Producers Inc. to form Spartan Michigan LLC, which will invest $470M to develop state-of-the-art cheese and whey processing facilities. Iowa-based Proliant Dairy Ingredients is investing an additional $85M into adjacent facilities that will use the dairy solid byproduct from Spartan Michigan to manufacture a variety of whey permeate products.

Thanks to 1,500 dairy farming families across the state, Michigan is home to the most productive cows and the highest quality milk in the country. Following years of low milk prices due to market oversupply, Spartan Michigan’s significant addition of processing capacity in the center of the state should help stabilize Michigan’s dairy industry.

AgTech Innovation: JMT US
In December 2018, JMT US, the U.S. subsidiary of French-based food storage solution company Janny MT, announced its new distribution operations based out of Lansing. JMT US’s innovative technology extends the life and quality of fresh produce, reducing spoilage and waste of unsold products. This empowers growers and farmers to make better selling decisions and earn higher margins and affords customers longer availability of their favorite fruits and vegetables.

LEAP’s Foreign Direct Investment (FDI) soft landing program assisted JMT US by connecting them with web development, insurance, logistics support providers and other professional services, including initial office space managed by T.A. Forsberg. The company originally landed in Lansing in 2015 and took part in a research partnership with Michigan State University.

Elite Manufacturing: Norm Fasteners
In October 2018, Norm Fasteners, one of Turkey’s fastest growing manufacturers, announced new distribution operations in Lansing, their first North American footprint. The company, a subsidiary of Norm Group, will be chiefly responsible for fulfilling a contract to supply fasteners for Tesla’s new Model 3 and a similar contract with John Deere.

Norm Fasteners’ investment in the region demonstrates the continued power of Lansing’s strong automotive roots, having beat out competing locations in both Illinois and Indiana.

The company plans to expand operations to include a production line in the coming year, deepening its investment in our community and facilitating additional job creation.
Thanks to investment in expansion and redevelopment efforts along vital corridors, our urban core is transforming into an anchor for vibrant communities throughout the region.

In 2018, LEAP partnered on projects including the downtown Lansing stadium district’s Capital City Market, the continuation of downtown East Lansing’s Center City District project, Beacon Southwest Park, Brownfield Redevelopment Plans at Dunckel Road and along the Red Cedar and facilitation of six projects as part of the City of Lansing’s Corridor Façade Grant Program. In addition, LEAP continues to manage the Lansing Brownfield Redevelopment Authority (LBRA), Tax Increment Financing Authority (TIFA) and Lansing Economic Development Corporation (LEDC) boards through contract with the City of Lansing.

**Capital City Market to Address Downtown Lansing’s “Food Desert”**

The Gillespie Group announced a $41.5 million investment in downtown Lansing to address its current lack of grocery store access. The project will span nearly one whole city block along Michigan Avenue near Cooley Law School Stadium and will be both hotel and apartment space with a Meijer-owned grocery store on the first floor.

**Center City District Celebrates Progress with Beam Signing**

LEAP celebrated progress on the $125 million Center City District project, a premier example of a Public-Private Partnership (P3), with a Beam Signing Ceremony in May 2018. The project brings together numerous partners around a shared vision to convert a former city-owned parking lot into a large-scale urban, multi-generational, mixed-use development.

**Beacon Southwest Will Bring Soccer to South Lansing**

Following a successful $50,000 crowdfunding campaign, the Beacon Southwest park and soccer field project earned a 1:1 matching grant from the Michigan Economic Development Corporation (MEDC). On the heels of Lansing Ignite—Michigan’s first professional soccer team—the Beacon Field project will play a key role in revitalizing south Lansing with a quality field and park for soccer, community events and more.

**Brownfield Redevelopments Activate Blighted Areas**

3600 Dunckel Road received Lansing Brownfield Plan approval from the LBRA and the City of Lansing and will dramatically improve first impressions of Michigan’s capital city. The $52 million investment will soon be the location of a 286-unit, market-rate family community, envisioned to meet the housing needs of healthcare professionals joining the local workforce in conjunction with McLaren’s already underway health campus development.

**Corridor Façade Program Beautifies Urban Core**

LEAP facilitated six projects as part of the Lansing Corridor Façade Program, an initiative that provides targeted assistance for improving the appearance and structural conditions of building façades in highly visible and critical areas of the city. The program is directed toward commercial, office and mixed-use buildings adjacent to main corridors and neighborhood nodes outside Lansing’s downtown area.
CULTIVATING INNOVATION

Communities that empower local visionaries and support small business growth in turn contribute to a more diverse, robust regional economy of innovation that can compete successfully on a global scale. Businesses need innovation. Talent wants an entrepreneurial culture. LEAP’s New Economy Division plays a key role in shaping our entrepreneurial ecosystem, helping creative individuals develop big ideas from concept to completion.

LEAP provides a variety of resources and support opportunities, such as the Start Chart Resource guide, mentorship programs and startup accelerators such as PROTO Accelerator and Accelerate the Runway. 2018 was the New Economy Division’s strongest year to date, with more than $5 million in follow-on investment.

LEAP also supports emerging entrepreneurs, youth and newcomer communities through our Newcomers, New Ideas program in partnership with the Refugee Development Center, our Youth Startup Challenge and the quarterly Hatching pitch competitions. Our region is also second in the state for receiving Business Acceleration Fund (BAF) approvals, a program designed to assist high-tech companies with growth.

All these offerings contribute to greater Lansing’s new ecosystem of innovation, entrepreneurship and a thriving environment for startups and small-business owners, as robust as any community in America.

Private Investment
$4,836,645

Public Investment
$999,010

Business Accelerator Fund (BAF) Funds Acquired
$81,710

32 Total Companies Launched
19 High-Tech Startups Launched
55 Jobs Created

517 Coffee Company
IASO Therapeutics
Lotus Beauty Lounge, LLC
AgileCar (Modern Driving, LLC)
Track’s Footwear, LLC

1CAVEAT, LLC
TrinHydral
ART + TEXTURE STUDIOS, LLC
Brite Bites
Track?OR

ZapHabit, LLC
Silver Brown Styling Co.
Take It, LLC
Raging Rocks of Michigan, LLC
Lingon Language Labs, LLC
Health O2X
Crunk YeaFest, LLC
Menu Bubble
Shape Scientific
Tom Bloxom Ventures
Suerne, LLC

Wurtz Brothers Company
FibroX
Stitched Fashion Consulting
Marina’s Mobile Meats
Smart Hand
Drasis
M3O Bulletproof
Runabout Coffee Co.
BABZION, LLC
upRoot

ENTREPRENEURSHIP EVENTS

Total Events
27
Event Attendees
920
Youth Startup Expo Participants
150
Launching a business in Lansing continues to be a great chance to grow in a global community. In 2018 alone, Lansing made the fourth largest leap of any U.S. community with growing jobs, technological development and wage gains in the Milken Institute’s Best Performing Cities report, moving 49 spots to #89 in the institute’s rankings. Our region is also home to vibrant, diverse communities overflowing with talent.

**Vade Nutrition: Accelerating Among the Sharks**

Following an initial investment from Lansing PROTO (now PROTO Accelerator), Vade Nutrition, a participant in the accelerator’s first-ever cohort for physical products, rose to national acclaim when the startup received a $700,000 investment from Mark Cuban and Aaron Rodriguez on ABC’s Shark Tank. Joe and Megan Johnson, an East Lansing-based husband and wife duo, worked with LEAP to develop their idea for individual, dissolvable protein powder pods.

Vade’s initial product was a protein shaker bottle with a liner to reduce the smell that soaked into the bottles. PROTO’s innovation team helped Vade recognize the far larger problem of mess and inconvenience associated with protein powder supplements and recommended a solution. From here, the Johnsons worked with PROTO to develop the dissolvable protein pod pitched on Shark Tank.

Vade’s pre-portioned scoops are packaged in a food-grade film that dissolves in liquid, making them ideal for athletes on the go. The powder is also 100 percent whey isolate, containing no fat or sugar and fewer calories than other powders on the market.

The Johnson’s started selling their patent-pending product in July 2017 to test the market and had $80,000 in lifetime revenue in November 2018 when they appeared on the show.

Mark Cuban and Aaron Rodriguez jointly invested $700,000 for a 40 percent stake in the company, greatly surpassing the Johnson’s original ask of $250,000 for a 20 percent stake.

**Saddleback BBQ: Hatched and Honed**

Saddleback BBQ is Lansing’s premier craft BBQ joint, featuring authentic Southern BBQ with a unique Midwestern flair. The restaurant participated in the Hatching pitch competition in 2015 and, while unsuccessful in the competition, continued to cultivate strong relationships with LEAP and our New Economy Division to bring the idea to fruition.

Co-owner Matt Gillett spent more than half his life working in the food industry and cultivated his passion for bringing customers joy through food while Assistant General Manager at Dusty’s Cellar in Lansing. Gillett partnered with Travis Stoliker to open Saddleback BBQ in 2015, just down the street from LEAP’s REO Town office.

Since its opening, the restaurant has quickly become a hometown favorite, opening a second location in Okemos in 2017 and offering its famed BBQ Sauce in stores after a successful 2019 Kickstarter campaign. Saddleback is the perfect example of how strong community partnerships and passionate ideas propel growth and success, even if that initial pitch competition doesn’t go quite as planned.

Whether a business is bringing quality barbecue to Lansing’s backyard or preparing to be the next Shark Tank success, LEAP helps local entrepreneurs leap forward to achieve their highest success.

**LAUNCHED IN LANSING**

Saddleback BBQ earned the Michigan Celebrates Small Business 2018 Michigan Best Small Business of the Year award.
LEAP Public Art for Communities program places permanent public art in strategic locations across the region.

<table>
<thead>
<tr>
<th>Years</th>
<th>Pieces</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>35</td>
<td>$210,000</td>
</tr>
</tbody>
</table>

The stakes are high when it comes to creating places where people want to live, work and play. As competition for talented workers intensifies, cultivating attractive communities can make or break economic success.

Lansing has 20 percent more millennials — defined by Gallup Inc. as anyone born between 1980 and 1996 — than any other comparably-sized metro across the U.S. Attracting and retaining these emerging professionals requires creating a strong sense of place within our region by focusing on people and communities.

Placemaking and retention efforts that emphasize inclusion, equity and accessibility; active listening and community engagement; fostering creativity; and balancing the desire for community and individuality are critical to creating an authentic sense of place rooted in belonging, togetherness and personal expression. The most successful places foster a strong sense of community ownership and provide opportunities to customize experience based on individual needs.

LEAP is proud to celebrate the diversity of our region through our annual Diversity Star Award, which recognizes a LEAP member-business that exemplifies our commitment to diversity and inclusion; the annual signing of LEAP’s diversity and equity statement, which reaffirms our commitment to ensuring diversity, equity and inclusion remain guiding principles in our work; and the continual processes of learning, listening and acting to create a more equitable community.

Through partnerships like our work with Teach, Talent, Thrive (T3), our Public Art for Communities grant, the Lansing Poet Laureate program and more, LEAP is able to leverage the power we hold as a prominent community organization to advance the mission of creating more communities with more equitable access to opportunity and with a vibrant sense of community ownership by all residents.

We continue to allow our communities to inform the spaces we work to create and to guide us as we realize a collective vision for our place. Our Lansing.

The Inspiration sculpture will soon be at the heart of the Community Foundation’s Rotary Park project.
At 460 acres, Lake Lansing is the largest lake in the area.
ARE WE MOVING THE NEEDLE?

The data on these pages help tell the story of our region’s economic health by looking at significant factors affecting talent attraction and retention, and overall economic health.

Steady gains in per capita income and consistent recovery in workforce participation have a positive effect on talent attraction for the greater Lansing region by suggesting the presence of more and higher quality job options. Wage growth could also be related to an increase in educational attainment, suggesting a connection between education and overall quality of life.

6-YEAR COMPARISON OF REGIONAL PRIVATE SECTOR VS. GOVERNMENT SECTOR GDP GROWTH

Source: US Bureau of Economic Analysis

7-YEAR COMPARISON OF PER CAPITA INCOME ALIGNED WITH LABOR FORCE PARTICPATION

Source: US Bureau of Economic Analysis

Source: GIS Planning Inc. (ZoomProspector)
The boardwalk at Hawk Island Park is part of the 20 mile Lansing River Trail system.

Occupations within the knowledge sector grew significantly compared to previous years, further suggesting that a more educated population in turn creates additional job opportunities and improved wages. Educational attainment rates, knowledge sector job growth and workforce participation highlight the strength of our region’s workforce, especially for businesses seeking talent in key sectors.

As birth rates decline statewide, highlighting a strong workforce is increasingly critical to fostering in-migration, which is especially strong with the international population and international students in particular. The Lansing region also leads the state in growing population ages 25-34 and has 20 percent more millennials than comparably-sized metros across the U.S., which could help offset lower birth rates and an aging workforce.
LEAP’S PROTO ACCELERATOR LAUNCHES INSURTECH PLATFORM
Auto-Owners plans 250,000-square-foot expansion in Delta Township

Lansing Youth Startup Expo sparks innovation and entrepreneurship into future generations

Arcadia Smokehouse and brewery has opened on Lansing’s east side

Glazed with success... Cops & Doughnuts to open new location in Delta Township

‘Cold and Sterile’ bank building transformed into mid-century modern space in Charlotte

FRENCH AGTECH COMPANY EXPANDS US OPERATIONS IN LANSING REGION

LEAP Business Attraction Lands Tesla Supplier in City of Lansing

With enrollment up and a $62 million pavilion, MSU business college is raising its profile

Ball State athletic director can see the finish line

A decade later, Facility for Rare Isotope Beams director can see the finish line

Michigan State prepares for what could be its largest freshman class ever

LEAP Receives Excellis in Economic Development Awards from the International Economic Development Council

LEAP’s Public Art for Communities Grant

LEAP’s Proto Accelerator Launches Insurtech Platform

Lansing Pro Soccer Team Likely to Begin Play This Spring at Cooley Stadium Downtown

LEAP Business Attraction Lands Tesla Supplier in City of Lansing

Delta Dental Plaza to include outdoor fireplace, 'lighted forest'

City of Lansing Introduces $140,000 in New Creative Placemaking Projects

Defense contractor adding 500 jobs

More than 330 luxury apartments proposed in Grand Ledge

TRIO PLANS TO RESURRECT LOS GRINGOS’ TACOS, JB’S PIZZA WITH NEW DIAMONDALE EATERY

Michigan State recognizes as Global Entrepreneurship Hub

Developers want to bring apartments, movie theater to downtown East Lansing

Electric car charging stations could be a requirement for large East Lansing developments

Old Lansing YMCA building to be demolished in next month, contractor says

Michigan State prepares for what could be its largest freshman class ever

Putnam: With an urban grocery store, has Lansing’s time finally arrived?

'Cold and Sterile' bank building transformed into mid-century modern space in Charlotte

'Meat candy,' mac and cheese and big plans: Gravity Smokehouse & BBQ plans Holt restaurant

LEAP Receives Excellence in Economic Development Awards from the International Economic Development Council

Nanomaterial manufacturer XG Sciences to expand with facility in Vevay Township

Michigan School for the Blind campus revitalization plans ahead of schedule

Detroit School for the Arts, 75th anniversary

Detroit School for the Arts: A rare gem of a school in downtown Detroit

NASA, Rockwell Collins planning new space as aviation hub

Note: The text is a compilation of various articles and updates relevant to the Lansing region, including economic development, business growth, and community updates. The text is formatted in a way that highlights the diverse range of topics covered, from startups and infrastructure projects to cultural and social developments.