

DEQ Brownfield Conference



Virg Bernero, Mayor



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WELCOME TO LANSING

-The Michigan Miracle-

- 2006- 2009 represents the best four years of economic development in the city in the last 50 years
- Lansing has been a sleepy (non-entrepreneurial), public sector, GM/UAW driven town for a century
- Last four years: A new generation of entrepreneurs- \$600 million in private investment, over 4000 private jobs
- Very diversified portfolio (a mini-auto town, a major university city)

A SAMPLING OF JOBS:

- Demmer Manufacturing 1500 jobs
- Accident Fund national headquarters 500
- Jackson National headquarters 150 plus
600 – 800
- High tech, bio tech: Emergent Biosolutions
two projects, Niowave, IDV, XG Sciences
- Scores of rehabbed smaller buildings
across city

Innovative Programming:

- Jobs and Sense of Place
- ITEC
- Michigan Avenue Corridor Improvement Authority
- SmartZone
- Linking Lansing and U
- Historic District downtown
- Re-constituting downtown PSD into a Main Street organizational structure with new staff











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SMART OFFICE SYSTEMS

Stadium District



Christman Building

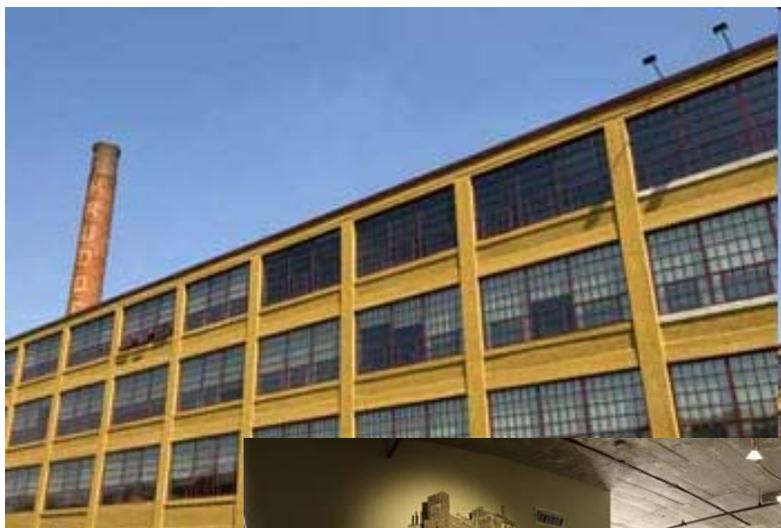
Formerly the
Mutual
Building



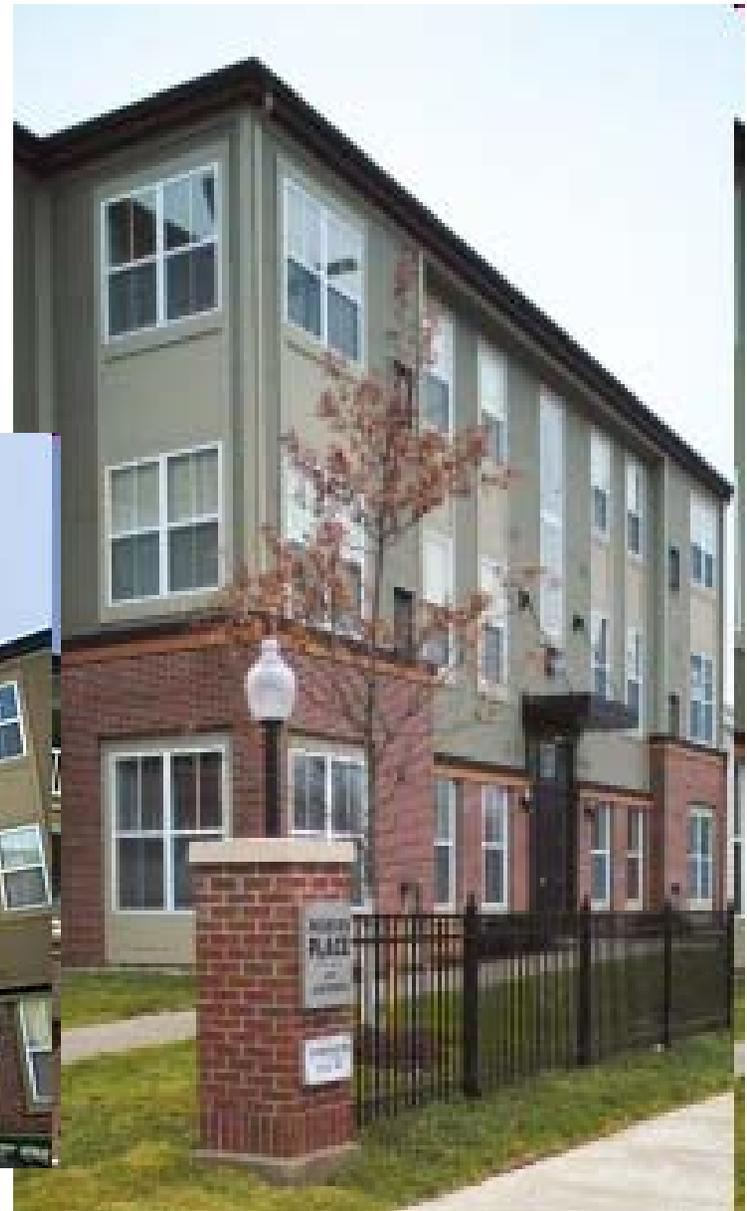


Hollister Building

Motor Wheel Lofts



Prudden Place

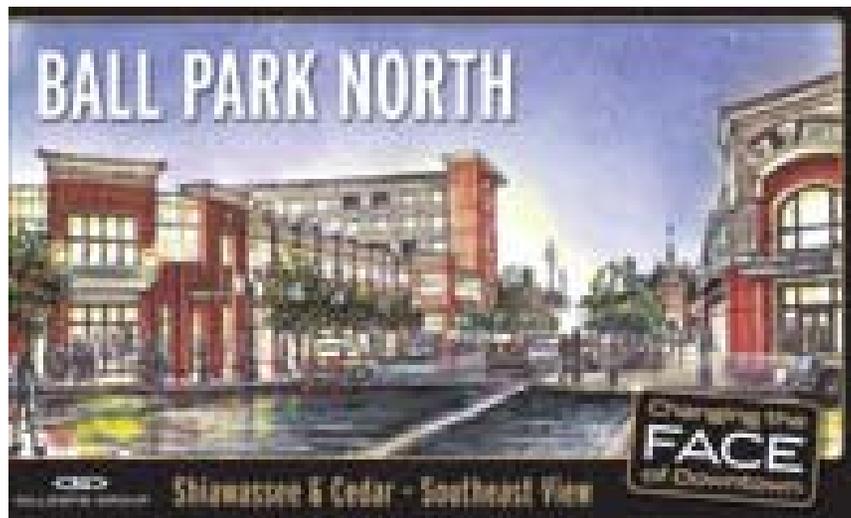
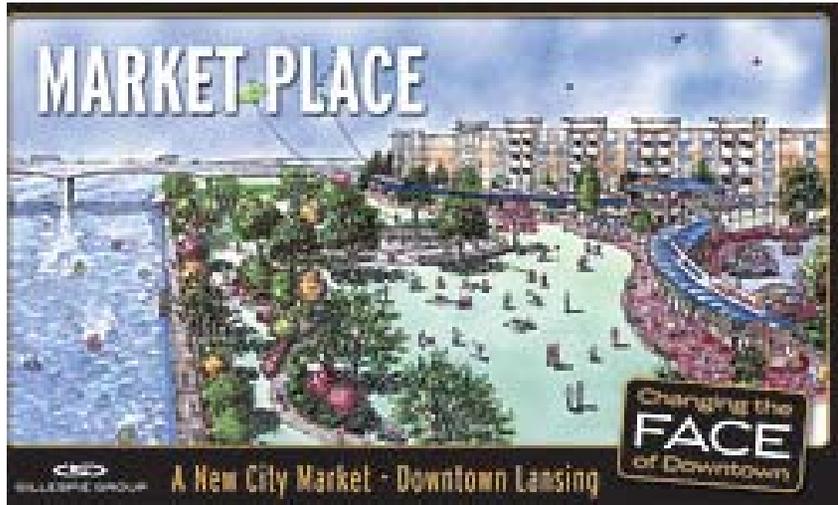


Ottawa Power
Station

Future
Accident Fund
Headquarters



Market Place and Ball Park North



Troppo: Present and Future



REQUIRED INTANGIBLES

- Private sector champion
- Developer with capacity
- Established relationships
- Leaps of faith
- A Mayor who demands a yes
- A Mayor who trusts the development staff
- Confidentiality (yes, even secrets)
- Partnerships across private and multiple public agencies

The Numbers

- \$182 million total project with 500 new jobs and retention of 650 for national headquarters
- Eligible brownfield activities \$32,925,656
- \$20 million new chiller plant paid by Christman
- \$31 million private ramp
- \$3.2 million CMI
- \$550,000 EPA grant

Numbers Continued...

- Brownfield TIF (local and State)
 - Local \$18,993,567
 - State \$13,932,088
- MBT credits \$10,000,000
- Ren. Zone \$31,450,482
- MEGA
- Federal and State historic credits
- NMTC

Thank Yous

- Blue Cross/Blue Shield, Accident Fund and Christman Company
- Governor and MEDC
- DEQ
- DMB
- SHPO
- EPA
- Legislature