

## **AGENDA**

### **CALL TO ORDER**

### **AGENDA ITEMS**

- [1.](#) 2025 Economic Development Discussion
- [2.](#) Strategic Plan Retreat Summary

### **ADJOURNMENT**

For information on how to view prior meetings, please visit our website at <https://www.lansingks.org>. If you require any special assistance, please notify the City Clerk prior to the meeting.

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## AGENDA ITEM

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TO: Tim Vandall, City Administrator  
FROM: Joshua Gentzler  
DATE: April 24, 2025  
SUBJECT: Economic Development Work Session 2025

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*Overview:* In 2024, the Lansing City Council set “Economic Development” and “Housing” as the priorities for the City Staff to pursue for the good and growth of the City. We will review and discuss current economic development trends and housing patterns within the City of Lansing. The discussion will include a review of residential growth, commercial development opportunities, and strategies to align future development with community needs and infrastructure capacity.

*Policy Consideration:* N/A

*Financial Consideration:* N/A

*Action:* None.

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## AGENDA ITEM #1

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VISION

**LANSING:** a growing, welcoming, and safe community where residents thrive because of the quality neighborhoods, excellent schools, and successful businesses

GUIDING PRINCIPLES

- INTEGRITY** being truthful and honest, genuine, and respectful
- TRANSPARENT** doing the right thing when no one else is looking; work serves citizens and the public
- SPIRIT OF SERVICE** see a need and step up to help; available/we show up, people you can count on
- COMMUNITY FOCUSED** make decisions based on the long-term benefit of the community; not selfish
- ADAPTABLE** look at things from multiple perspectives; agree to disagree; open-minded



HOUSING

**GOAL:** Lansing has a diverse, quality housing stock that caters to all incomes and stages of life.

**STRATEGIES:**

- Promote smaller-scale and more attainable housing options
- Review policies and codes to remove barriers to developing a diverse range of housing types
- Explore incentives and city investments in land to attract developers of workforce housing

**INDICATORS:**

- Increase diversity of housing stock.
- Increase the number of workforce housing units (price point is attainable to attract and retain Lansing residents)



ECONOMIC DEVELOPMENT

**GOAL:** Lansing attracts and retains businesses and workers and has a diverse tax base.

**STRATEGIES:**

- Collaborate with community partners to define economic development strategy and toolkit
- Seek out new revenue sources

**INDICATORS:**

- Number of new businesses in Lansing
- Annual total revenue growth
- New sources of revenue



INFRASTRUCTURE

**GOAL:** Lansing proactively maintains and plans for infrastructure that improves quality of life, public service delivery, and economic development.

**STRATEGIES:**

- Create and implement maintenance and replacement plans for all infrastructure
- Engage local business owners and residents about infrastructure needs and aspirations
- Evaluate options for long-term, sustainable funding for all infrastructure

**INDICATORS:**

- Reduce deferred maintenance cost
- Annual stormwater expense (operations and capital)



SAFE AND HEALTHY COMMUNITY

**GOAL:** Lansing is a safe, connected community with quality education, parks, and leisure opportunities.

**STRATEGIES:**

- Plan, promote, and support events that bring the community together.
- Determine if additional recreation and library programs or facilities are desired.
- Strengthen partnerships with education institutions.

**INDICATORS:**

- Participation in community events
- Number of city communications posted or distributed
- Increase in leisure and recreation opportunities