GREATER LANSING
FACT SHEET

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OVERVIEW

Greater Lansing is located in the heart of Michigan where the Grand River and the Red Cedar River converge. This energetic and diverse region is home to Michigan State University and the seat of Michigan’s state government. Completing the Greater Lansing area are the vibrant neighborhoods and picturesque towns that you will find just beyond the city. These communities create a balance of urban sophistication and natural beauty.

HISTORY

• Originally surveyed in 1825, the area that is now Lansing was then a dense forest.
• Lansing became the state capital in 1847, when the state constitution required that the capital be moved from Detroit.
• In 1855, Michigan State University was founded as the Agricultural College of the State of Michigan, becoming the first land grant university in the United States.
• Ransom E. Olds founded Olds Motor Vehicle Company in August, 1897, before starting the REO Motor Car Company in 1905, which lasted for 70 years, helping build Lansing into what it is today.

INDUSTRIES

The Greater Lansing area is an important center for educational, cultural, governmental, business, and high-tech manufacturing institutions, including three medical schools, two nursing schools, two law schools, a Big Ten University in Michigan State, the State Capitol, the state Supreme Court and Court of Appeals, the Library of Michigan and State Historical Center, a federal court and headquarters of six national insurance companies.
GETTING HERE AND GETTING AROUND...

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LOCATION

Greater Lansing is centrally located in the state, 90 minutes from 90% of the state’s population. The city of Lansing is located in Ingham County, however the GLCVB promotes the tri-county region of Eaton, Ingham and Clinton counties.

AREA INFORMATION

Time Zone - Eastern
Population - City of Lansing 114,297
Lansing Metropolitan Area 464,036
Climate - Average temperatures (F): Spring 47° Summer 70°, Fall 51°, Winter 26°
Annual precipitation - 37.13 inches of rain, 71.9 inches of snow

TOURISM STATS

• Greater Lansing employs over 11,000 people in the hospitality field.
• 4.8 million visitors come to the region each year.
• Visitors spend approximately $602 million per year.
• The Lansing area has 4,500 hotel guest rooms.
• The region is an ideal host for conventions, meetings and sports tournaments of all kinds.

POINTS OF PRIDE

Did you know the Greater Lansing region’s reach extends around the globe? We’re smack in the middle of America’s heartland, but area companies ship their products and services worldwide, and area colleges and universities send their students and scholars almost everywhere. In all, our region’s reach extends to more than 130 different countries:
• TechSmith Corporation’s software products, including Camtasia Studio® and SnagIt®, are sold in 30 countries
• General Motors Corporation sells its vehicles in almost every country in the world, and Lansing-built GM vehicles are shipped to 43 different countries.
• Capital Region International Airport is designated as a U.S. Port of Entry, which allows the airport to handle international flights.
MICHIGAN STATE UNIVERSITY

- Located in East Lansing, Michigan State University (MSU) has a sprawling campus with over 5,000 acres.
- As of fall 2018, student enrollment is at 50,351, from all 83 counties in Michigan, all 50 states in the United States, and more than 141 other countries. Twelve percent of students are International.
- MSU offers over 200 programs of study, and is home to seventeen different degree-granting schools and colleges including three medical schools, a law school and numerous PhD programs.
- MSU is the only university in the nation with three medical schools (two human medicine and one veterinary).
- MSU is among the largest single-campus housing systems in the country.
- MSU Athletics boasts:
  - 25 varsity squads: 12 intercollegiate sports for men and 13 intercollegiate sports for women
  - 2015 Cotton Bowl champions and 2014 Rose Bowl champions
  - 22 straight NCAA appearances by men’s basketball team, including ten Final Four appearances
- MSU Points of Pride:
  - U.S. News & World Report ranks MSU:
    - 85th among the world’s top 100 universities
    - 35th among the nation’s public universities
    - First in the nation for 25 straight years for graduate programs in elementary and secondary education
    - First in the nation for graduate programs in African history, higher education administration, nuclear physics, organizational psychology, rehabilitation counseling, and supply chain management
    - First in the nation for undergraduate program in supply chain

ANNUAL EVENTS

East Lansing Art Festival
In May, East Lansing hosts the East Lansing Art Festival, blocking off its downtown streets to host more than 200 artists from across the country. At the same time, right across the street, MSU holds its Spring Arts and Crafts Show.

Common Ground Music Festival
Music, food and fun can be found along the banks of the Grand River in downtown Lansing as thousands of participants are drawn to hear nationally known artists for a week-long concert series in July.

Silver Bells in the City
The holiday season officially gets kicked off in November with Silver Bells in the City. Over 100,000 attendees watch the electric light parade, the lighting of Michigan’s official Christmas tree and experience fireworks over the Capitol dome.

MAJOR ATTRACTIONS

Eli and Edythe Broad Art Museum - A Zaha Hadid-designed contemporary art museum at MSU, is dedicated to exploring global contemporary culture and ideas through art. The dynamic 46,000-square-foot museum serves as both a teaching institution and a cultural hub for the region.

State Capitol Building - Step back into the Victorian era with Michigan’s award winning State Capitol Building. Tours are available of the public areas and House and Senate galleries.

Michigan Historical Museum - Experience Michigan history from prehistoric times through the late 20th century.

Impression 5 Science Center - This family-friendly science center is a delight for children of all ages. Explore, discover, and experience exhibits about simple machines, throwing things, water, bubbles and more.

Wharton Center for Performing Arts - Nationally recognized as one of the top performing arts centers in the country. Wharton center plays host to the finest in touring Broadway, dance, music and more.

MSU Athletics - Big 10 Conference Sports - Athletics have a rich tradition at Michigan State University. And when the Spartans aren’t contending for a Big Ten title in football, you can catch them battling for supremacy in hockey, basketball and other sports.

Lansing Lugnuts - Triple A Baseball - Lansing’s minor league baseball team, Lansing Lugnuts offers family fun at an affordable price.

Lansing Ignite FC - Professional Soccer - Beginning in 2019, Lansing became home to its first professional soccer team, playing in USL League One