

# Greater LANSING<sup>®</sup> FACT SHEET



## 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.

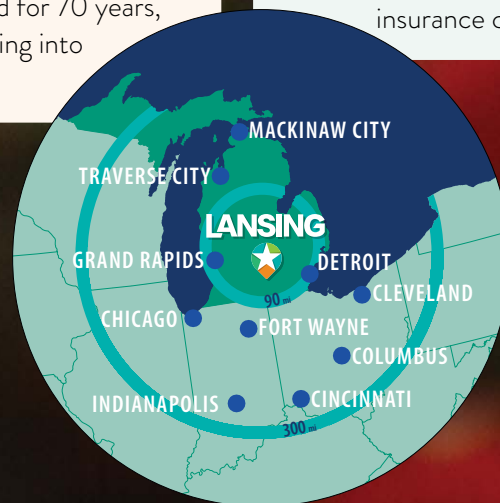
## HISTORY

- ▶ 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.
- ▶ **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.
- ▶ Headquarters of six national insurance companies.



Choose  
**LANSING**  
Plan On Something Greater

## MEDIA INQUIRIES PLEASE CONTACT:

**Tracy Padot** CTA, Chief Marketing Officer

(517) 377-1419 | [tpadot@lansing.org](mailto:tpadot@lansing.org)

## 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, Choose Lansing® promotes the tri-county region of **Eaton, Ingham** and **Clinton counties.**

## AREA INFORMATION

- ▶ **Time Zone:** Eastern
- ▶ **Population:** City of Lansing 112,644, Lansing Metropolitan Area 541,297
- ▶ **Climate, Average temperatures (F):** Spring 57°, Summer 70°, Fall 51°, Winter 26°
- ▶ **Annual precipitation:** 37.13 inches of rain, 1.9 inches of snow

## TOURISM STATS

- ▶ Greater Lansing employs over **9,500 people** who support the visitor economy.
- ▶ **6.7 million visitors** come to the region each year.
- ▶ Visitors spend approximately **\$732 million** per year.
- ▶ The Lansing area has **5,200 hotel rooms** for guest accommodations.
- ▶ The region's central location makes us 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? Area companies ship their products and services worldwide and our 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 and are available in five languages.
- ▶ **General Motors Corporation** has two state-of-the-art assembly facilities; Lansing Grand River Plant, which produces the Cadillac CT4 and CT5 and the Lansing Delta Township which is the first-ever LEED-Gold Certified Automobile Manufacturing Facility and produces the Buick Enclave, Chevrolet Traverse and GMC Acadia. In June 2024 GM announced that Lansing Grand River will be joining other GM plants to produce electric vehicles.
- ▶ **Capital Region International Airport** is designated as a U.S. Port of Entry, which allows the airport to handle international flights.

## MILEAGE FROM SELECTED CITIES

1	Chicago .....	210
2	Columbus.....	260
3	Detroit.....	90
4	Grand Rapids.....	60
5	Indianapolis .....	245
6	Mackinac.....	228





## MICHIGAN STATE UNIVERSITY

U.S. News and World Report ranks MSU:

- ▶ 63rd among National Universities
- ▶ 30th among the Nation's Public Universities
- ▶ 43rd in Best Undergraduate Engineering Programs
- ▶ #1 in the nation in undergraduate Supply Chain Management/Logistics
- ▶ 3rd in Production/Operation Management
- ▶ First in the nation for graduate programs in African history, higher education administration, nuclear physics, organizational psychology, rehabilitation counseling, and supply chain management.
- ▶ #1 in study abroad with over 88 programs in 40 countries on 6 continents

## ANNUAL EVENTS

Greater Lansing is home to over **60 area festivals** and special annual events, making Lansing the Festival Capital of Michigan.

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**, to compliment the Art Festival.

The holiday season officially kicks off in November with **Silver Bells in the City**. Over 40,000 attendees watch the electric light parade, the lighting of Michigan's official Christmas tree and experience fireworks and a drone show over the State Capitol dome.

## GREATER LANSING MAJOR ATTRACTIONS

### Eli and Edythe Broad Art Museum

This 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.

### 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.

### Lansing Lugnuts—High A Affiliate of the Oakland A's

Lansing's minor league baseball team, Lansing Lugnuts offers family fun at an affordable price.

### Michigan Historical Museum

Visitors are surrounded by Michigan history from prehistoric times through the late 20th century.

### 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.

### 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.

### Wharton Center for Performing Arts

Nationally recognized as one of the top performing arts centers in the country. Wharton Center hosts the finest in touring Broadway, dance, music and more!

