

GREATER LANSING

FACT SHEET



Media Inquiries Please Contact:

Tracy Padot, CTA, VP Marketing Communications
517-377-1419 - tpadot@lansing.org

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 four national insurance companies.



GETTING HERE AND GETTING AROUND...



CITY	MILES
1 Chicago	210
2 Cincinnati	315
3 Cleveland	230
4 Columbus	260
5 Detroit	90
6 Frankenmuth	90
7 Grand Rapids	60
8 Holland	85
9 Indianapolis	245
10 Mackinac City	220
11 Pittsburgh	365
12 Toronto	310

TOURISM STATS

- Greater Lansing employs over 7,200 people in the hospitality field.
- 4.7 million visitors come to the region each year.
- Visitors spend approximately \$472 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.
- Thomas M. Cooley Law School ranked first in the number of foreign national students among the 195 ABA-accredited law schools in 2007.

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

MICHIGAN STATE UNIVERSITY

- Located in East Lansing, Michigan State University (MSU) has a sprawling campus with over 5,000 acres.
- As of fall 2015, student enrollment is at 50,543, from all 83 counties in Michigan, all 50 states in the United States, and more than 138 other countries. Fifteen percent of students are International.
- MSU offers over 200 programs of study, and is home to fourteen 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 consistently one of the top three programs in the United States for study abroad programs.
- 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
 - 18 straight NCAA appearances by men's basketball team, including seven Final Four appearances
- MSU Points of Pride:
 - U.S. News & World Report ranks MSU:
 - 75th among the world's top 100 universities
 - 46th among the nation's public universities
 - First in the nation for 21 straight years for graduate programs in elementary and secondary education
 - First in the nation for graduate programs in nuclear physics, psychology, and rehabilitation counseling
 - 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.

Great Lakes Folk Festival

East Lansing plays host in August to the Great Lakes Folk Festival, an event filled with live music stages and a dance pavilion, as well as food and traditional crafts from across America and around the world.

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.