



LANSING CITY MARKET

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FOR IMMEDIATE RELEASE:
Monday, April 17, 2006

LANSING CITY MARKET'S FUTURE

Lansing, MI—Officials announce that the Lansing City Market will be having a presentation and public meeting featuring Kent Schuette, President of the Urban Market Development Group, and Larry Lund, Principal of the Real Estate Planning Group on Wednesday, May 3rd beginning at 6:00 p.m. The meeting will be held at the Lansing Center in Meeting Rooms 203 - 205 and the focus will be on the future direction of the market. The goal of this meeting is to create an exchange of information regarding the market from well-respected professionals, as well as receive input from the members of this community about the market and its challenges.

There have been many recent changes at the market including a new coat of paint, a new sound system, the redirection of marketing activities with the launching of a new website, as well as the development of a direct mail program and new events. These changes are positive, however the market sits on valuable city property that produces no tax revenue and requires an annual operating subsidy from the general fund. Kent Schuette and Larry Lund, two consultants that will evaluate the market's strengths and weaknesses, will make recommendations on improvements. Whether those improvements will include renovation, redevelopment or relocation of the current market is not known, however your participation is a vital part of the project evaluation.

Kent Schuette is the President of the Urban Market Development Group. Most recently, his work has focused on the fresh food market. He served as a Public Market Urban Design and Historic Preservation Consultant to the Public Market Collaborative of New York, where he developed the concept plan for the expansion of the historic North Market in Columbus, Ohio. He has also completed a national inventory of marketplaces throughout the United States and continues to document their unique social and cultural networks. In addition, he has worked with the U.S.D.A. on a Federal-State Market Improvement Program studying five states including, Illinois, Indiana, Michigan, Ohio and Wisconsin.

Larry Lund is the Principal of the Real Estate Planning Group. He is an experienced professional that has been successful at assessing, planning, marketing and leasing real estate for over thirty years. The Real Estate Planning Group is also an authority in the analysis on public markets. They have market clients worldwide and specialize in conducting competitive market analysis, feasibility studies and creating place marketing plans.

The Historic Lansing City Market was established in 1909 at the corner of Cedar Street and Shiawassee. For the past 96 years, quality local farmers and craftspeople have been bringing their goods to sell to the public in a warm, family-friendly environment. To this day, The Lansing City Market and its vendors provide the best in quality at reasonable prices in a unique and inviting atmosphere. Join us today to experience the personal touch you can only find here at home. For the freshest, most unique products, visit us at the Lansing City Market!

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