



May 13, 2026

To East Lansing City Council & Planning Commission,

On behalf of the Lansing Regional Chamber of Commerce and the undersigned businesses across Greater Lansing, we express our strong support for The Howard, a transformative mixed-use development proposed for downtown East Lansing.

East Lansing holds a pivotal place in our regional economy. Powered by Michigan State University and a dynamic downtown, the city is a center of talent, innovation, commerce, and culture. The decisions made here reverberate far beyond city limits — they influence the economic direction of the entire region.

At a moment when communities across Michigan are competing fiercely to grow population, attract talent, and strengthen their tax base, The Howard represents exactly the kind of bold, future-focused private investment our region must champion.

This project is far more than a single development with isolated benefits. Its pioneering use of a Mass Timber superstructure positions East Lansing as a national — and global — leader in sustainable construction and advanced design.

The Howard will push the boundaries of manufacturing, supply chain innovation, engineering, and architecture, elevating our workforce and expanding our economic capacity. Cities like Grand Rapids, Ann Arbor, and Detroit often dominate the headlines for innovation. This is East Lansing's moment to claim that narrative.

And the significance of Mass Timber extends even further. Our region takes pride in its environmental stewardship and its deep ties to Michigan's forestry industry. The Howard offers a rare opportunity to make a forward-looking investment in that industry, supporting jobs, strengthening rural communities, and demonstrating that sustainability and economic growth can advance together. This is our chance to lead.





In the years ahead, our community will recognize The Howard as a catalyst for growth, building on the momentum created by the Park District | Graduate and Center City District developments and advancing economic vitality for East Lansing, the Lansing region, and Michigan as a whole.

For these reasons, we respectfully urge your full support for Harbor Bay and The Ballein Family as they pursue The Howard development.

Sincerely,

Lansing Regional Chamber of Commerce
And the Undersigned Businesses and Organizations
Anderson Economic Group LLC
Audible Business
Berkshire Hathaway HomeServices Tomie Raines REALTORS
Douglas J Institute & Salons
F.D. Hayes Electric Company
Fidelity National Title
Flatz Living
Greater Lansing Area Moms
Horizon Bank
Krimson, LLC
Michigan Certified Development Corporation
Netvantage SEO
Plante Moran
Residence In
SME
Sultan's Mediterranean Restaurant
The Christman Company
The Graduate Hotel East Lansing
Transworld Business Advisors
Tri-Star Trust

