



Experience the Beauty of Old Town Lansing!

Award-winning and nationally renowned for its boutique shopping, great eats, world-class festivals and curated outdoor spaces!

2024 EDITION

OLD TOWN COMMERCIAL ASSOCIATION

517.485.4283

iloveoldtown.org



State of OLD TOWN

51 Service businesses

95 Businesses

51 First-floor storefronts

>100 Residential units

700 Employed in district

14 Restaurants

37 Retail stores

0% Storefront vacancy rate

Old Town Commercial Assoc. is making a real difference.

The Old Town Commercial Association is a non-profit organization dedicated to the revitalization of Lansing's Old Town through socio-economic development, historic preservation, business recruitment and community outreach. Rich and vibrant streetscapes provide a gateway to our livable, walkable and family-friendly community. Residents of Old Town and surrounding neighborhoods are invested and engaged in the success of the Old Town community.

Old Town's Goals

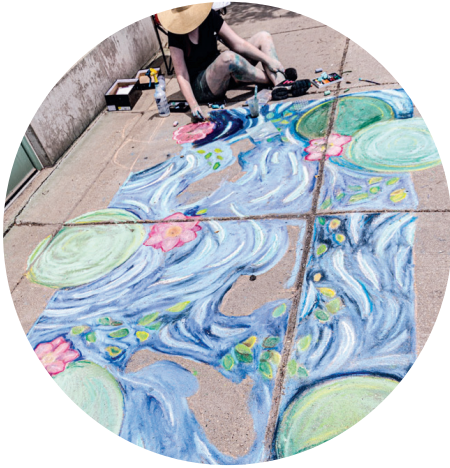
Old Town Lansing is a premier arts and culture, and shopping and dining destination, sustained and strengthened by its collaborative business community and the Old Town Commercial Association.

- To offer the community unique experiences through special events, festivals, incredible people, eclectic boutique shops, gourmet dining and our rich history.
- To value our heritage, volunteers and stakeholders who dedicate their resources to make Old Town a destination.
- To maintain a vibrant business community in Lansing's historic Old Town district by providing services and opportunities that foster economic growth and community engagement.



Master Level Main Street

TRANSFORMING OLD TOWN



Chalk of the Town 2023 recruited nearly 30 artists to create chalk masterpieces on Old Town sidewalks!



Small Business Saturday brought record-breaking sales and crowds of local residents to many of our small businesses in the district.



The Old Town Commercial Association held the Silver Gala to fund-raise for the district. Guests enjoyed great food, wonderful music, and a packed silent auction.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$57,500

Program to date: \$15,973,943



2 Façade & Building Improvements
Program to date: 131



1 New Businesses
Program to date: 117

Community Profile

Old Town Lansing | 2023



Population
113,428



Households
49,846



Median HH Income
\$45,902



Median Age
34.5 years



Housing Units
55,129



91% Housing is occupied
46% Owner-occupied
45% Renter-occupied

Main Street is Helping Businesses Thrive

- Draw thousands to the area with festivals and special events
- Collective marketing and advertising
- Strategic planning
- Serve as an information center for businesses, residents and visitors
- Maintain iloveoldtown.org, which features Old Town businesses
- Write and facilitate grants
- Coordinate beautification and clean-up efforts
- Facilitate educational programs
- Foster economic growth and development
- Maintain our curated outdoor spaces and river trail

“The Old Town Commercial Association has helped us acquire funding for facade improvements as well as taught our staff how to write grant proposals. This knowledge led to national recognition and we’re grateful for the OTCA’s assistance.”

–Lillian Werbin, Co-owner, Elderly Instruments

Old Town Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	25,641	113,948	333,893
Households	11,511	48,121	138,301
Median HH Income	\$46,263	\$49,788	\$59,392

In-demand Businesses

Food & Drink

- Breakfast/brunch restaurant
- Bakery
- Deli/sandwich shop
- Chinese/Thai/Asian restaurant
- Casual dining eatery

Shopping & Retail

- Bookstore
- Wine and specialty food shop
- Grocery store
- Specialty foods
- Arts, crafts and hobbies

Megan's Garden

In 2016, the Old Town community unexpectedly lost one of their own: Megan Barrett, former OTCA executive director, board director, and beloved friend to many. Megan dedicated years of service to the organization and neighborhood, inspiring those around her and leaving a legacy for future generations to emulate. Alongside Megan's family, OTCA volunteers and members brought to life a garden as vibrant as the young woman lost too soon. Megan's Garden was unveiled in June 2023 and will continue to be a beautiful space to bridge past, present, and future community members together.



2023 Pulse of Old Town



- 63%** Visit Old Town Lansing most often for shopping
- 32%** Described recent trends in Old Town Lansing as improving or making progress.
- 32%** Said the frequency of their visits to Old Town Lansing increased during the past year.

Social Connection



22,645+
Facebook Followers



7,475+
Instagram Followers



11,295+
Twitter Followers

Volunteer Connection



4,761
Volunteer hours in 2022-2023



61,259
Volunteer hours
(Program to date)



\$143,544
Volunteer value in 2022-2023



\$1,846,959
Volunteer value
(Program to date)



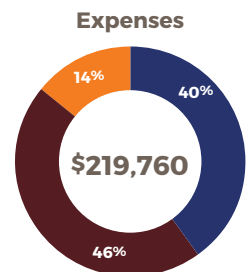
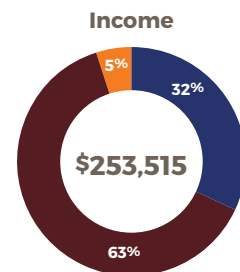
VOLUNTEER SPOTLIGHT

"Being involved has meant becoming an active part of helping to transform this community into the vibrancy it currently enjoys. I love to help support local businesses and help organize events that are enjoyed by the community!"

— **Mark Chamberlin**,
volunteer/member of 13+ years



In the Numbers



- Program activities
- Grants/foundation support
- Memberships/fundraising
- Promotion activities
- Operations
- Direct support to community

OLD TOWN ALIVE

Old Town Commercial Association Events 2022–23

35,410

Est. event attendance

- Chocolate Walk
- ArtFeast
- JazzFest
- BluesFest
- ScrapFest
- Lumberjack Festival
- Arts Night Out
- Chalk of the Town
- Dam Jam
- Scrooge Scramble and Holiday Hullabaloo



Scrooge Scramble 5K



Neighborhood clean-up



Arts Night Out



Lumberjack Festival

“What I know about the folks in Old Town is that they are passionate, caring, loving people...we, as a community, work together to make things happen and cheer each other on to successes.”

—Beth Herendeen, Board President

Old Town Commercial Association's Board of Directors

President: Beth Herendeen
 Vice President: Daniel Rials
 Secretary: Brianna Wilson
 Treasurer: Eric Hanna
 At-large: Kat Palmer

Director: Amanda Hadley
 Director: Bradly Rakowski
 Director: Chad Jordan
 Director: Karen Stefl

Director: Rick Preuss
 Director: Summer Schriener
 Executive Director: Samantha Benson

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022–23 Total Private Investment

\$424,613,279

Program to date



\$9,639,829

2022–23 Total Public Investment

\$146,697,645

Program to date



40,812

2022–23 Volunteer Hours

892,702

Program to date



144

2022–23 New Businesses

1,897

Program to date



144

2022–23 Façade & Building Improvements

2,817

Program to date

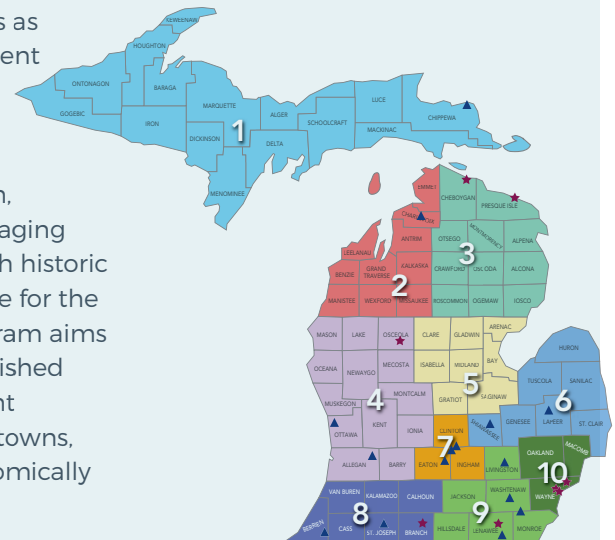


Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org